

AUGUST 1952

Southern BUILDING SUPPLIES

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES



LIFT TRUCKS AND PALLETS CUT WAREHOUSING COSTS

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Sectional Building Program Trims Labor Cost 30%

Page 45

DRIVE-IN SERVICE ADDED IN NEW FLORIDA STORE

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Branch Store Compactly Displays Modern Materials

Page 43

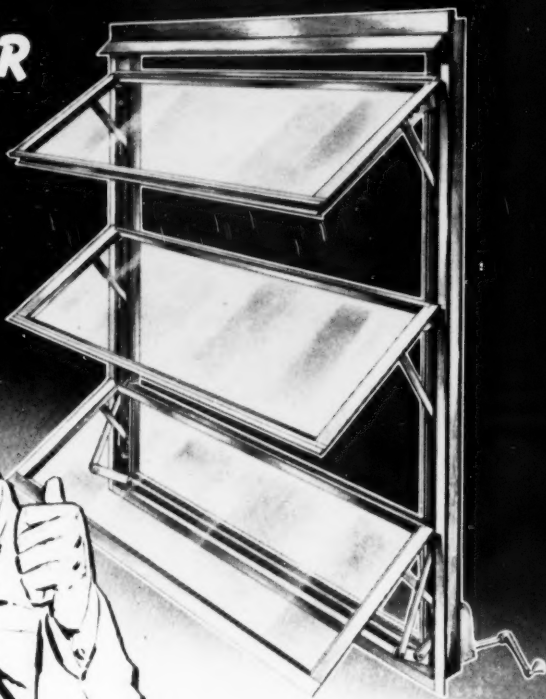


HOW TO SELL MORE TENSION SCREENS page 40

Contacts on page 22 • Association Directory on page 24 • 17,500 Copies 10¢ each

THE ALL-ALUMINUM MIAMI AWNING WINDOW

**"THE BEST FOR
MY MONEY!"**



LOW MAINTENANCE — 63-ST5 extruded aluminum alloy sections require no painting... stay clean, bright and strong. No maintenance except for occasional oiling of operator. Vents can't warp, swell or stick.

EASY INSTALLATION — Window has standard half inch flange all the way around.

SIZE FLEXIBILITY — Made to fit any width up to 6'2" and to any height.

WEATHERSTRIPPING — Concealed — of plastic. Positive closing made through triple metal contact.

OPERATING HARDWARE — All critical parts are of stainless steel.

LOW COST — Advanced production techniques have brought about remarkable savings. For example — windows for an average size home generally sell for \$100 less than any window of the same type. Too, every light is the same size, cutting glazing costs way down.

QUICK DELIVERY — Same quick delivery on special size windows as well as standard windows.

EVERY WINDOW GUARANTEED — Miami Window Corporation stands behind every unit.

Become a factory-authorized dealer — write, wire or phone Dept. 5-B-8

**MIAMI
Awning
WINDOW**

MIAMI WINDOW CORPORATION

5200 N. W. 37th Avenue, Miami 42, Florida

Stock All-Aluminum Miami Awning Windows — "The American Builder's Best Buy"

SOUTHERN BUILDING SUPPLIES is published monthly at 110 E. Crawford St., Dalton, Ga. by W. R. C. Smith Publishing Company, Dalton and Atlanta, Ga.
Executive and Editorial Offices: 500 Peachtree St., N.E., Atlanta 5, Ga.
Acceptance for mailing at special rate of \$1.40 authorized.

Volume 7

Number 8



at business or at home



PANELYTE

makes it permanent!

Your conference table or coffee table . . . the walls of your boardroom or bathroom . . . all **Panelyte** surfaces mean permanent beauty, with no-cost upkeep! Easy to install, hard to wear out, **Panelyte** does away with painting, papering and refinishing.

Accidents happen — but not to **Panelyte**! Inks on your desk top, drinks on your bar top . . . both wipe clean with soap and water.

The same applies to cosmetics, grease and fruit acids. Remember, too — **Panelyte** is chip-proof, crack-proof and resistant to cigarette burns.

At the left are a few woodgrain and cameo finishes. There are several other **Panelyte** designs, for beauty first — to last!

For Further Information—Call, Write or Wire

DIXIE LUMBER CO., Inc.

8201 FIG ST.

NEW ORLEANS 9, LA.

acids don't
affect
CLAY PIPE



OCONEE Clay Products are dealers' products. You have an "All-the-Way-with-Clay" source of supply when you handle OCONEE's *Full-line* clay products. OCONEE Clay Pipe needs no pampering. Clay pipe is the only sewer and drain material impervious to acids, alkalies, gases, corrosion and rust . . . can be stocked outdoors. Clay NEVER wears out. For Quality you can Trust . . . Clay Pipe is Must.

OCONEE **CLAY PRODUCTS** **COMPANY**

MILLEDGEVILLE, GEORGIA

SPECIFY

Vitrified

CLAY



PIPE



Send for your copy of OCONEE's Booklet "After 40 Years". Fully illustrated. A catalog of OCONEE Clay Products.



New Silver Spring, Md. residence roofed with "Century" No. 5 Spanish Red Asbestos Shingles. **APPLICATOR:** L. A. Lee, and **ARCHITECT:** Louis R. Moss, both of Washington, D.C.



Random width, thatched butts of "Century" No. 5 Shingles give appearance of American method, individual shingles. Available in Spanish Red, Surf Green, White and Black.

*How to boost your roofing
sales with*

"CENTURY" ASBESTOS-CEMENT SHINGLES

The wide color and pattern range of "Century" Asbestos-Cement Shingles gives you something builders and contractors are looking for!

You can offer several attractive colors among three shingle styles. And these are built-in colors . . . *they can't fade.*

Not only that—"Century" Shingles can't burn, soak, or rot, and won't feed rats or termites.

These advantages, coupled with easy application, appeal to builders. And it's a low cost roof to put on—large size units, minimum number of shingles to a square.

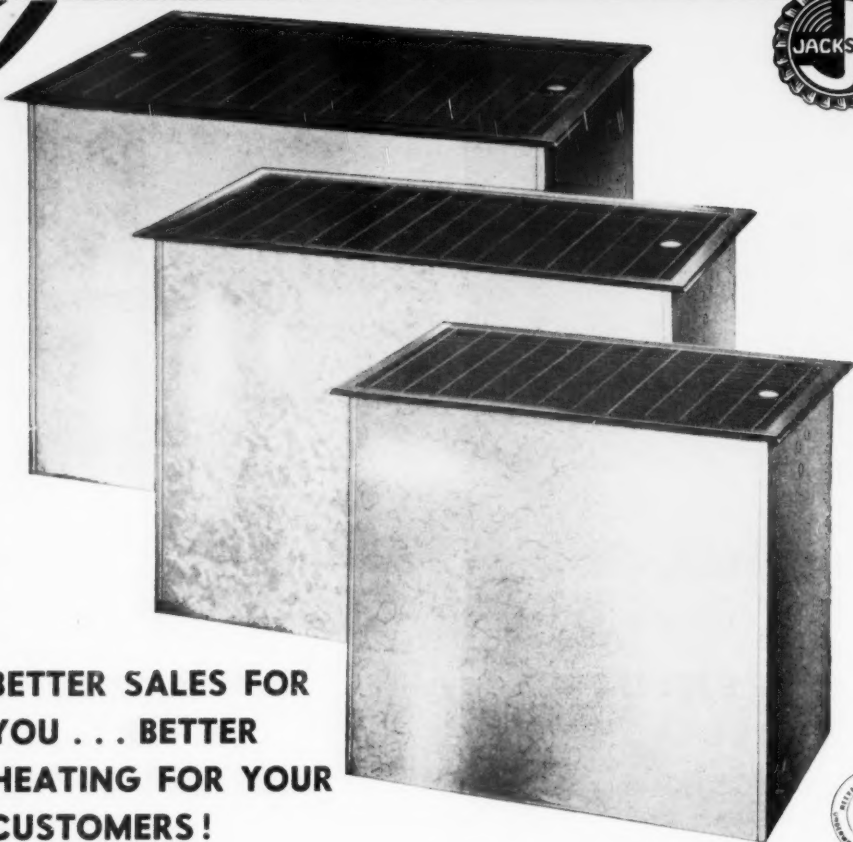
Sell the complete K&M Shingle line—a product of America's first maker of asbestos-cement shingles. Our national advertising in *BETTER HOMES & GARDENS*, *COUNTRY GENTLEMAN*, *SUCCESSFUL FARMING*, *PROGRESSIVE FARMER*, *AMERICAN BUILDER*, *PRACTICAL BUILDER*, *NATIONAL ROOFER*, *AMERICAN ROOFER*, *MAGAZINE OF BUILDING*, *SWEET'S ARCHITECTURAL FILE*, and other publications makes your selling job that much easier. Remember, it's *your* advertising!



KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA
America's first maker of Asbestos-Cement Shingles

Jackson

automatic • electric
FLOOR FURNACES



**BETTER SALES FOR
YOU . . . BETTER
HEATING FOR YOUR
CUSTOMERS !**



Now—a new dependable electric floor heater to solve your construction problems. Just cut the hole in the floor, insert the furnace, wire it up and turn it on. This simple procedure will save you time and money whether you build one or one hundred houses.

Sales Representatives

L. O. LEDFORD SALES AGENCY
311 Chickamauga Avenue Rossville, Georgia
J. A. LLOYD, Factory Sales Agent
375 Whitehall Street, S.W. Atlanta, Georgia
EXCELL ENGINEERING & SUPPLY, INC.
P. O. Box 5083 Indianapolis, Ind.

Model Number	FF-333	FF-335	FF-338
Kilowatts	3	5	8
Floor Opening	14 1/4" x 24 1/4"	14 1/4" x 30 1/4"	20 1/4" x 30 1/4"
Overall Grill	16" x 26"	16" x 32"	22" x 32"
Depth	20	20	20
Approx. BTU			
Output per Hr.	10,002	16,670	26,672
Ampere Rating	12.6	21.7	34.7
Approximate			
Shipping Wt.	35 lbs.	50 lbs.	100 lbs.

230 Volts A.C. Only

W. L. JACKSON MANUFACTURING COMPANY

1222 East 40th Street
CHATTANOOGA, TENNESSEE



You can't beat FULLER DOORS

FOR: **FULLER QUALITY • FULLER SALES APPEAL • FULLER DEALER PROFITS**

... Yes, Fuller means what the name implies because this door is manufactured to meet dealers' ideas of what they want in flush doors.

FULLER GUARANTEED DOORS give you:

**Beautiful Veneers and Workmanship.
Light Weight, Sturdy Strength and Durability.
Choice of Hollow or Solid Core Construction
(With or Without Openings).**

SOLD ONLY THROUGH JOBBERS
AND DISTRIBUTORS

Wire or write for Prices and details.

Fuller
FLUSH DOORS

Famous for Quality

The
T. C. FULLER
PLYWOOD COMPANY, INC.

LAUREL, MISSISSIPPI



**AT YOUR SOUTHERN SERVICE . . .
TWO BRANCH WAREHOUSES
IN THE SOUTH**

We recognized in 1940 the growing South by opening a branch warehouse in Atlanta, Georgia. Now we have added another service unit in Hollywood, Florida.

From each of these branches you can have same day or 24-hour service on all sizes, shapes and kinds of metal mouldings, nosings, edgings, etc.

These warehouses have complete stocks of metal mouldings. They are in business to better serve the South. Phone, wire or address your inquiry or order to:

Hollywood, Fla. — 2334-2336 Hollywood Blvd.

Atlanta, Georgia — 363 W. Peachtree N. E.

These branches can also expedite inquiries for industrial and commercial aluminum extrusions.

*In the South
to Better Serve
the South*



YOUNGSTOWN MANUFACTURING, INC.
66-76 S. Prospect St. • Youngstown 6, Ohio

ATLANTA, GEORGIA
363 W. PEACHTREE N. E.

HOLLYWOOD, FLORIDA
2334-2336 HOLLYWOOD BLVD.

After a quarter of a century

"...we are more convinced than ever that quality products like Pee Gee Paints and Varnishes have been responsible for our success."

THE ANDERSON McGRUFF CO., ATLANTA, GEORGIA

A. R. Anderson



In 1927

—a new store, a new business. Mr. Anderson says, "We concluded that only by offering our customers the best in merchandise could we survive and prosper."

They've done that! They have built a prosperous, sound business around continuously satisfied customers.

Isn't that the best road to success? We think so, and we invite you to look into the Pee Gee Dealership *now*. Pee Gee products have been the basis of success for hundreds of dealers throughout the South for a long, long time. *Write for details.*

PEASLEE-GAULBERT PAINT & VARNISH COMPANY

223 N. 15th Street, Louisville, Kentucky

Serving the South Since 1867



"You can speed turnover with this new Insulite

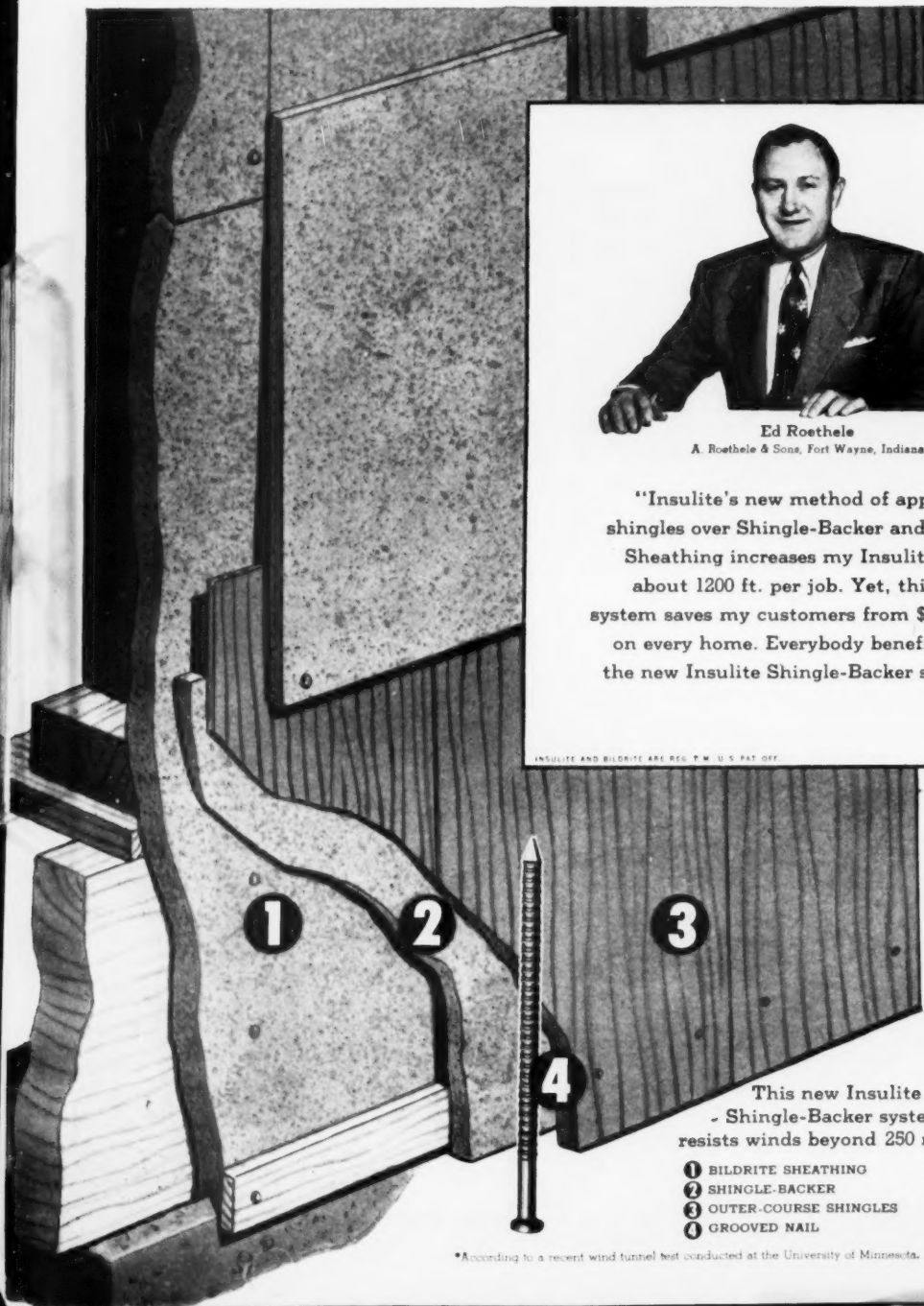


Ed Roethele

A. Roethele & Sons, Fort Wayne, Indiana

"Insulite's new method of applying shingles over Shingle-Backer and Bildrite Sheathing increases my Insulite sales about 1200 ft. per job. Yet, this new system saves my customers from \$80 to \$150 on every home. Everybody benefits with the new Insulite Shingle-Backer system!"

INSULITE AND BILDRITE ARE REG. T.M. U.S. PAT. OFF.

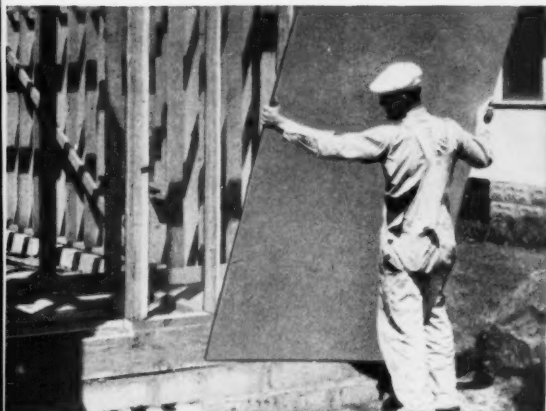


This new Insulite
- Shingle-Backer system
resists winds beyond 250 m.p.h.*

- ① BILDRITE SHEATHING
- ② SHINGLE-BACKER
- ③ OUTER-COURSE SHINGLES
- ④ GROOVED NAIL

*According to a recent wind tunnel test conducted at the University of Minnesota.

...step up earnings Shingle-Backer system!"



1 Bildrite Sheathing—First in builder acceptance because it's easy to cut, easy to fit, cuts application time 25% or more, has extra strength and insulation value. Reduces your costs because it's easy to handle, stacks neatly, requires far less space than wood sheathing. Can be stored anywhere in any weather because it's completely weatherproofed!



2 Insulite Shingle-Backer—Cuts costs for customers. Reduces application time by half. Produces deep, even shadow-line. Eliminates waste. Saves money for you because it's so much easier to handle and stack than wood under-course shingles. Requires about 40% less space. Completely weatherproofed—store anywhere.

Get your share of the expanding Shingle-Backer, Bildrite Sheathing market. Your Insulite representative (like Blaine Evans with Ed Roethle, at right) will gladly work with you in developing this profitable business. Contact him now, or write Insulite, Minneapolis 2, Minnesota, for further information.

It will pay you to sell

INSULITE



Made of hardy Northern wood

INSULITE DIVISION, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota



—as we've always said,

CHROMEDGE®

gives you the **right** retaining shapes
FOR EVERY NEED

Including
the popular
1/16" lip sizes

Lip Sizes from 1/32" to 1/2"

Shapes for every application of

Vinyl Inlays and Plastic Laminates

You get *all* the correct answers to moulding needs in Chromedge extruded aluminum shapes, *plus many extra advantages!*

There are types and sizes for every covering material, including today's highly popular vinyl plastics and plastic laminates. The profiles shown on the red background at right are a few of the Chromedge shapes for these 1/16" materials.

Chromedge also gives you a *complete* selection of face widths and styles for every point of application.

There are matched sets of Chromedge mouldings for *uniform* beauty throughout an entire room or building, from floor to ceiling!

Also, Chromedge is available in the widest choice of finishes, including standard, bright Polished Finish, the more subdued Satin Finish, and the deep, rich, rubproof tones of the original Chromalite Finish.

You can count on Chromedge mouldings for full *dimensional stability*; each length of each section is exactly like the others. Joints and corners *match*. Metal thickness is *uniform*. Face widths are *consistent*. Lip recesses are *accurate*.

Chromedge extrusions are produced from raw ingots and finished to perfection in B & T's own plants, assuring *quality control*.

See your nearby
Chromedge
distributor today,
or write us for
full information.

The B & T Metal Co.

Columbus 16, Ohio



HELPFUL Booklets FREE

12. Installment Financing. Concise new handbook and guide explains system based on FHA Title I and regular ABC supplementary plan of financing home improvements and repairs. Allied Building Credits, Inc., P. O. Box 3426, Terminal Annex, Los Angeles 54, Calif.

14. Ventilating Fans. New specification sheets describe Murray line of fans, including 20- and 24-inch window fans and vertical and horizontal ventilating fans. Exclusive sales agent is the H. C. Biglin Company, Inc., 177 Harris Street N. W., Atlanta 3, Georgia.

18. Exterior Plywood. "Better Farm Buildings with Exterior Plywood" is a two-color folder that covers use and construction of farm buildings and equipment of plywood. It includes over 100 photographs, charts, tables, and construction details. The Douglas Fir Plywood Association, Tacoma Building, Tacoma 2, Wash.

26. Glass for Construction. Shows use of flat glass as windows, window walls, doors, partitions, transoms, clerestories. 24-pages. Characteristics of products. Specification helps. Libbey-Owens-Ford Glass Company, Nicholas Building, Toledo 3, Ohio.

28. Protective Paper. Two folders on uses of Sisalkraft protective papers are sent on request. One describes covering and protection uses. The other describes low-cost lining for attics, poultry houses, and other uses. The Sisalkraft Company, 205 W. Wacker Drive, Chicago 6, Ill.

32. Thrif-T Woodwork. Illustrated 48-page catalog contains complete descriptions and specifications of Thrif-T packaged millwork items for windows, casements, exterior and interior doors, china cases, wardrobes, mantels, overhead garage doors. The Roach and Musser Company, Muscatine, Iowa.

38. Builders Hardware. New items and improvements in the Adams-Rite line of locks and builders hardware specialties are shown in catalog No. 49. The Adams-Rite Manufacturing Company, 540 W. Chevy Chase Drive, Glendale 4, Calif.

40. Ideal Millwork. Folders illustrate and describe Ideal Brand kitchen cabinets, wood window units, colonial entrances, fireplace mantels, linen and corner cabinets, and other millwork. William Cameron and Company, Wholesale, Box 889, Waco, Tex.

42. Thresholds. Twelve types of aluminum thresholds available. Alum-

inum weatherstrip or spring bronze to match. Asbestos siding trim available in aluminum and zinc metal. Write for descriptive literature and prices. Southern Metal Products Corporation, 921 Rayner Street, Memphis, Tenn.

44. Material-Handling Equipment. A specification chart for 45 standard Ross carriers is included in an attractive new bulletin. Various models are shown in action in the photographs. The Ross Carrier Company, Benton Harbor, Mich.

46. Hollow-Core Doors. Selling points of Paine Rezo hollow-core flush doors are described in an attractive three-color folder. Sketches show interlocking air-cell grid core and other construction details for various door styles. The Paine Lumber Company, Ltd., Oshkosh, Wis.

48. Asphalt Shingles. A new four-color folder for consumer distribution shows the interlocking windproof feature of Ruberoid Dubl-Coverage Tite-On shingles. When held up to the light, this clever folder shows the double and triple coverage of the shingles. The Ruberoid Company, 500 Fifth Ave., New York 10, N. Y.

50. SSIRCO Building Products. Illustrated literature, newspaper advertising mats, radio scripts, instruction sheets, and price lists are available on roofing, siding, plywood, wallboard, insulation, garage doors, and screening. Advertising Department, Southern States Iron

Roofing Company, P. O. Box 1159, Savannah, Ga.

54. Metal Awnings, Shutters, Accessories. Leigh ornamental shutters, awnings, door canopies, grilles, and ventilators are described in a colorful new catalog, 52-L. Installation data and specifications are given. Also described are flower boxes, mail boxes, clothes chutes, package and milk receivers, garbage units, recessed shoe racks, and other accessories. Leigh Building Products Division, Air Control Products, Inc., Coopersville, Mich.

60. Clay Pipe and Specialties. Attractive two-color booklet describes Oconee vitrified clay sewer pipe, fittings, flue, brick, drain tile, and structural specialties. The Oconee Clay Products Company, Milledgeville, Ga.

64. Masonry Cement. Pocket-size booklet contains suggestions for better masonry construction, tables showing amounts of mortar and masonry products needed, and general information on Cumberland Portland Cement Company, Chattanooga Bank Building, Chattanooga 2, Tenn.

66. Marlite Hi-Gloss and Marlite Woodpanel.—Of special interest to dealers, builders, and architects is a new, full-color illustrated folder introducing the striking new line of Marlite Hi-Gloss and Marlite Woodpanel wall and ceiling panels manufactured by Marsh Wall Products, Inc., Dover, Ohio.

SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.
Atlanta 5, Georgia

Please send me, without obligation, the free literature described in the August, 1952, issue of S'B'S with these key numbers: _____

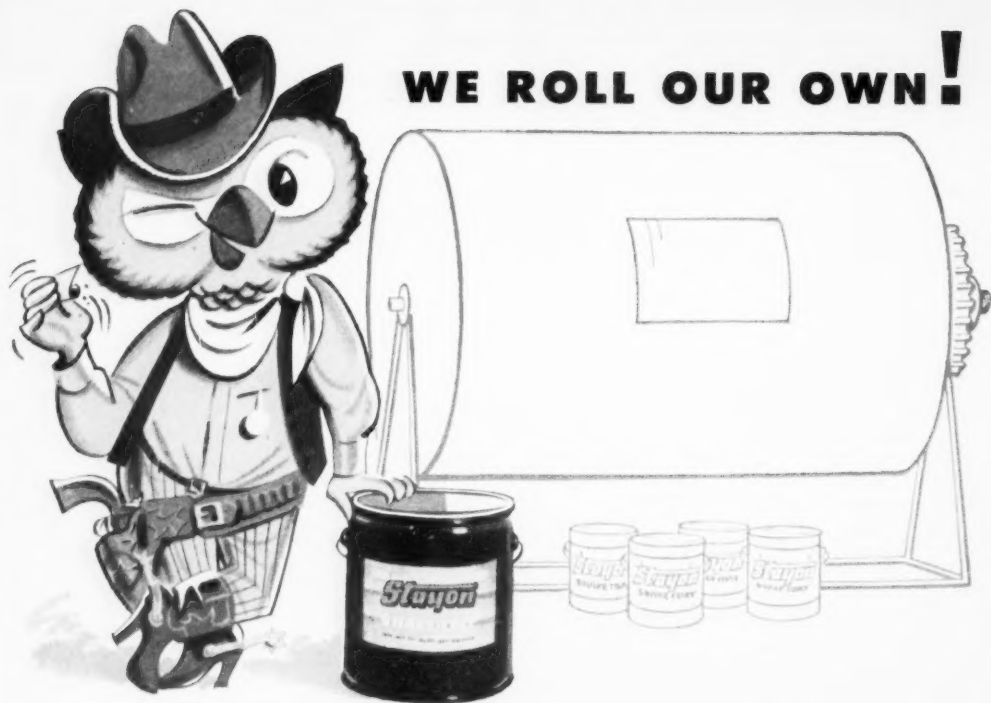
Name _____

Position _____

Firm _____

Mail Address _____

City, State _____



Ordinary Shingle Stains are not good enough for *Fitite* Shakes

When you want something done "better than the rest"—you have to do it yourself. That's why, years ago, we learned to "roll our own" rich pigments to make the most superlative cedar shake stain in captivity. *Fitite* Shakes are pre-stained exclusively with our own Stayon Stains, made with our own pigment rolling equipment, and formulated by our own staff of experts who have thirty years of shake-staining experience behind their work.

Dealers who know how important a good solid color-coating is in making cedar shakes a profitable and customer-satisfying line will want to know more about the Stayon Stains that have given *Fitite* Shakes their leadership in the market since 1922. Your inquiries are cordially invited. A telegram or letter will bring you prompt response. When you have the *Fitite* Shake and Stayon Stain lines, you can be confident that you have the best on the market today. *Fitites* are, of course, America's original processed cedar shakes.

WHOLESALE ATTENTION: If you are interested in the sale and distribution of our quality line of pre-stained shakes, write immediately to:

COLONIAL CEDAR COMPANY, INC.
600 WEST NICKERSON STREET, SEATTLE 99, WASHINGTON



68. Plywood Catalog. The new 43-page Weldwood plywood catalog contains descriptions, photographs, specifications, and list prices of softwood and hardwood plywood, doors, plastics, and specialties. Ask for form 1052. The United States Plywood Corporation, 55 West 44th Street, New York 18, N. Y.

74. Aluminum Specialties. "Reynolds Aluminum-Mill Products" and "Reynolds Architectural Aluminum" are two new brochures that tell the advantages of aluminum products. Among building products covered are extruded aluminum door jambs, window frames, moldings, copings, thresholds, ceilings, railings, awnings, wall facings, ductwork, insulation, and sheet aluminum for various uses. The Reynolds Metals Co., 2500 South Third Street, Louisville 1, Ky.

76. Insect Screen Guide. Retail prices of Cortland brand insect wire screening can be figured quickly and easily with a new 22-page Surface Table guide. Other sales information is included. Wickwire Brothers, Inc., Cortland, N. Y.

78. Kwik-Seal Plastic Patching Compound for sealing cracks around bathtubs—filling nail holes and cracks in walls, window frames, etc.—adheres permanently to any surface. Big 6 ounce tube with suggested retail price only 79c. Liberal profit margin. Comes in attractive three-color display carton: 6 tubes to a carton. Write for bulletin KS. The Armstrong Company, 4065 S. LaSalle Street, Chicago 9, Illinois.

86. Wood Preservative. Descriptive literature tells the story of treating lumber against termites and decay with Penta-Preservative and Penta WR. Actual photographs compare treated and non-treated woods and show how preservatives reduce swelling and checking. The Chapman Chemical Company, Memphis 3, Tenn.

88. Asbestos-Cement Building Products. Shingles and Wallboard: Full-color illustrated folders on "Century" Asbestos-Cement Roofing and Siding Shingles; also illustrated folders with application information on "Century" APAC Sheets. Write Keasbey & Mattison Company, Ambler, Pennsylvania.

96 GPX Plywood. New consumer folder introduces trade character who epitomizes the toughness and smoothness of GPX plastic-faced plywood. Folder shows and describes construction, specifications, and four grades of this material. Thirteen popular uses are spotlighted in three colors. Georgia-Pacific Plywood Company, 300 Park Ave., New York 22, N. Y.

98 Ideal Bathroom Cabinets. Catalog shows cabinets in 18 designs and a wide range of sizes, including chrome-plated, fluorescent-lighted models. It also shows clothes-chute doors and milk and package receivers. The Ideal Cabinet Corporation, 7722 Joy Road, Detroit 4, Michigan.

100 Tension Screens. Four Color counter display sells the advantages of Keystone Aluminum Tension Screens, such as easier installation,

lower cost, eye appeal and durability. Easy to follow installation sheets and consumer envelope stuffers and newspaper mat service are also available for distribution to retailers. Keystone Wire Cloth Company, South Ave., Hanover, Pa.

102 Stanley Electric Tools Catalog. A new 96 page catalog by Stanley Electric Tools, Division of The Stanley works gives full descriptive information on the complete Stanley line of portable electric tools for working in wood or metal. Included are such typical items as Stanley Safety Saws, electric planes, portable routers, tool sharpening grinders, electric drills, and many others. Stanley Electric Tools, 300 Myrtle Street, New Britain, Conn.

106. National Lockset. Catalog illustrating and describing the complete Series "410" National Lockset line. Locksets are reproduced in full color. Installation instructions, cross-sectional drawings and available finishes are included. Special cutaway drawing points up specific advantages and functions. The National Lock Company, Rockford, Illinois.

118. Metal Siding Trims. Illustrated sales sheet and price list gives descriptions of rust-proof trims used for outside corners, inside corners, door and window trim, and drip cap for use over windows and doors. States dimensions, carton content, and dealer's net cost per 1000 feet, and gives illustrations of siding trims in use. National Guard Products, Inc., 540 Jackson Avenue, Memphis, Tennessee.

120. Pointers On Remodeling An Attic With Douglas Fir Plywood. Two-color eight-page reprint from Popular Mechanics carrying detailed story of attic remodeling with plywood. Describes construction, joint treatment, finishes. Shows series of space-saving built-in ideas and typical attic room planning. Douglas Fir Plywood Association, Tacoma 2, Wash.

124. Steel Industrial Windows. Sizes, specifications, details and hardware illustrations for Hope's Lok'D Bar Industrial Windows are given in folder No. 103S. Write Hope's Windows, Inc., Jamestown, N. Y.

126. Gypsum Wallboard. Uses of Fire-stop Bestwall are listed in a new two-color, envelope-size folder. A table shows fire-resistance ratings based on Underwriters Laboratories tests. The Certain-teed Products Corporation, Ardmore, Pa.

128. Drywall Trim Steel Casing. Finely illustrated data sheet fully describes new dry-wall trim with firm gripping, spring tight action. Pictures adaptability to various types of window and door installations. Describes speed of application, practicability, decorative and protective features and economy of use. Drywall Trim, Inc., 545 Fifth Ave., New York 17, N. Y.

130. Metal Moldings. New catalog sheet illustrating various Metal moldings specifically designed for trimming corners and edges of asbestos

siding shingles. H. K. Piper Mfg. Co., Robinson, Ill.

132. Completely Concealed Sash Balance. A two color folder which gives details of design, construction and operation of Hidelift Sash Balance for double hung windows. Numerous illustrations explain the six easy steps for installation and the many exclusive features of this completely concealed sash balance. The Turner & Seymour Manufacturing Co., Torrington, Conn.

136. Residential and Commercial Fan Catalog. Thirty fan types in over 300 sizes are described in a new catalog, along with an engineering bulletin and price sheet. This literature gives complete specifications and installation diagrams for fans to cover "every industrial, commercial, and residential requirement." Chelsea Fan and Blower Company, Inc., Plainfield, N. J.

138. Flush Doors, Awning Windows. A new folder contains a cut-away sketch that shows the inside construction of Davis flush doors, plus specifications. Super-Vent wood awning-type windows are described in a two-color brochure. Sketches show how air circulation is improved and how easily these windows are cleaned. Fixed and operating units are combined for variety. The Davis Manufacturing Company, Inc., 1075 South Clark Street, New Orleans, La.

140. The new "FRIGID" two-color 1952 catalog giving illustrations, features and list prices of the complete line of Frigid Pedestal, Wall, Ceiling fans, Venturi-type and Ranch-type attic fans. Electrically Reversible Window fans, Heavy Duty Industrial Exhaust Fans, Spray Booth Fans, Shutters and Blowers. Catalog available from Circulators and Devices Mfg. Corp., 128-168 32nd Street, Brooklyn 32, New York.

142. Swing Door Units. Folder DO-11 presents the Fenestra Hollow Metal Door Unit (door, frame, hardware), which is prime painted, drilled and tapped, ready for off-the-shelf sales. Standardized flush, panel, entrance and Underwriters' door styles are listed, as well as a table of types and sizes and other information. Detroit Steel Products Co., 3227 Griffin, Detroit 11, Mich.

144. "Porch Enclosures"—A new descriptive four page booklet showing the uses of Jalousies, features many photos of Jalousie installations that will spark ideas in the minds of home-owners who want to add more living space by enclosing their screened porches for year-round living. Before and after pictures vividly demonstrate the advantages of using Ludman Windo-Tite Jalousies for practical beauty plus year round comfort. Ludman Corporation, Jalousie Div., P. O. Box 4541, Miami, Florida.

146. Masonite Presdwood Products—Six colorful and illustrative folders with information on the full Masonite line of sturdy hardboards. Also instructions for application. Masonite Corporation, 111 West Washington St., Chicago, Illinois.

A Big IMPRESSIVE LINE OF Easy to Sell PRODUCTS

HERE is an impressive line of quality products that will make money for you as it is doing for Building Material Dealers throughout the South. Well-known product names—consistently advertised for years—are in this line, each easy to SELL because of its dependable quality, its prestige and ready public acceptance. If you are not selling SSIRCO manufactured and distributed products—Products That Sell at a Profit—we invite you to start now. Write today . . . for information on your profit possibilities with the SSIRCO Quality Line.

What's More!

35 Warehouses at strategic points throughout the South permit SSIRCO to give you Overnight Delivery or Drive-In Pick Up. To you that means—low inventory, less investment requirements. Add to that the advantage of a complete line of fast-moving products, generous profit margins, free selling aids, and here's what you've got: The right combination that spells more profits for you.

SSIRCO

Also SALES Help

FREE Business Builders to help you sell the SSIRCO line: Dealer Signs, Sales Literature, Displays, Radio Copy, Ad Mats.

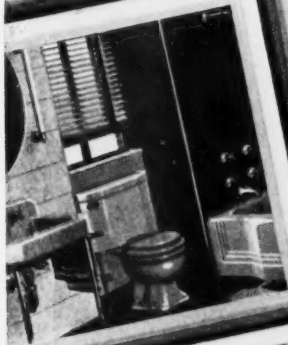


SOUTHERN STATES

BACKGROUND FOR PROFITS...

BARCLAY

PLASTIC COATED PANELS



Sell Barclay's durable beauty, versatility and economy for modern walls and ceilings...higher and get bigger sales...like profits! Homeowners like Barclay's low cost, rich decorator colors, smooth easy-to-clean fused plastic surface and exclusive Tridam authentic tile lines. Applicators like its quick, easy installation. Two popular finishes, three surface designs for homes, offices and stores.



Sell the complete line! Barclay Accessories mean increased sales, satisfied customers and a bonus of extra profits every time!

Stock and sell Barclay Plastic-Coated Paneling and Barclay Accessories for bigger business! Write today for details!



Plastic Cement



IRON ROOFING CO.



"EVERYTHING HINGES ON HAGER!" *

C. Hager & Sons Hinge Mfg. Co. • St. Louis, Mo.
 Founded 1849—Every Hager Hinge Swings on 100 Years of Experience



* ®

Now a window installed in minutes ... and already trimmed!

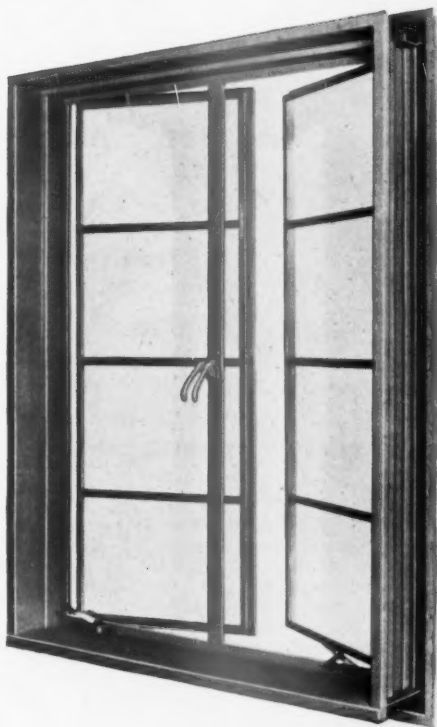
The new Fenestra* Ready-Trimmed Steel Window Unit is sash, frame, hardware, inside trim, outside trim . . . all in one modern unit that is easy to handle, amazingly simple to install.

Goes in Simplest Rough Opening—Sheathing is run over studs and cripples, nailed and cut flush around opening. No need to recess for stops, etc. Same rough opening preparation for frame, brick veneer or stucco.

Quickest, Easiest Installation—Unit is simply plumbed in opening and nailed to sheathing through holes in flashing of trim—no grounds or special blocking required. No finishing or refitting. No extra trim or stops needed. Plaster or dry wall butts against the metal trim inside. Shingles, siding, stucco or brick butt against it outside.

Helps Sell Houses—Fenestra Ready-Trimmed Unit provides triple weather tightness—of sash in frame, of frame in trim, of trim in wall-opening. The windows are graceful and beautiful. They always open easily. They are washed, screened, and storm-sashed from the warm, comfortable *inside* of the house. And they are available Super Hot-Dip Galvanized (on special order) so they never need maintenance-painting. Fenestra Galvanized Basement Windows are also available now! And check on Fenestra's easy-to-use inside Metal Storm Sash and Screens, too.

*8



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Immediately available for all standard Fenestra Steel Residence Windows

For everything in windows for the modern home call your Fenestra Representative today. Or write Detroit Steel Products Company, Dept. SBS-8, 3421 Griffin St. Detroit 11, Michigan.

Fenestra READY-TRIMMED STEEL WINDOW UNITS

A complete package—Sash • Frame • Hardware • Inside Trim • Outside Trim

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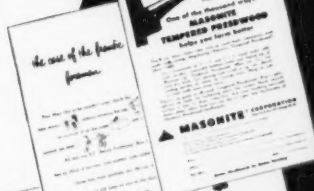
*Masonite® signifies that Masonite Corporation is the source of the product



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"MAKE MORE ROOM MARKET"



The Ualco Package Plan goes to work on the thousands of home owners who need to "make more room!" It shows them how to enclose porches, patios and build breezeways. It gives them remodeling ideas that can be your big source of volume.

NOW is the Time to Strike with This Package Plan! Home Owners are Ripe for Remodeling Due to New FHA Terms!

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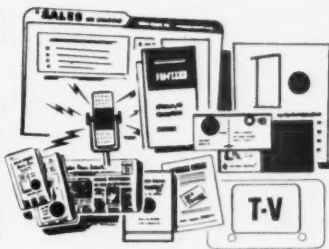
Ualco Jalousie Window—the hottest item yet to hit the remodeling market. People see these windows with sleek glass louvers framed in satin smooth aluminum and they can't wait to put that glamour in their own home. These windows are practical. They open



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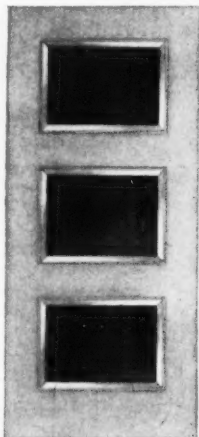
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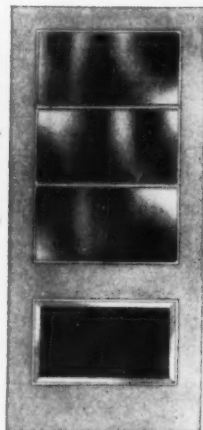
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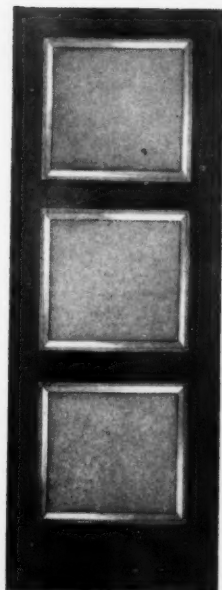
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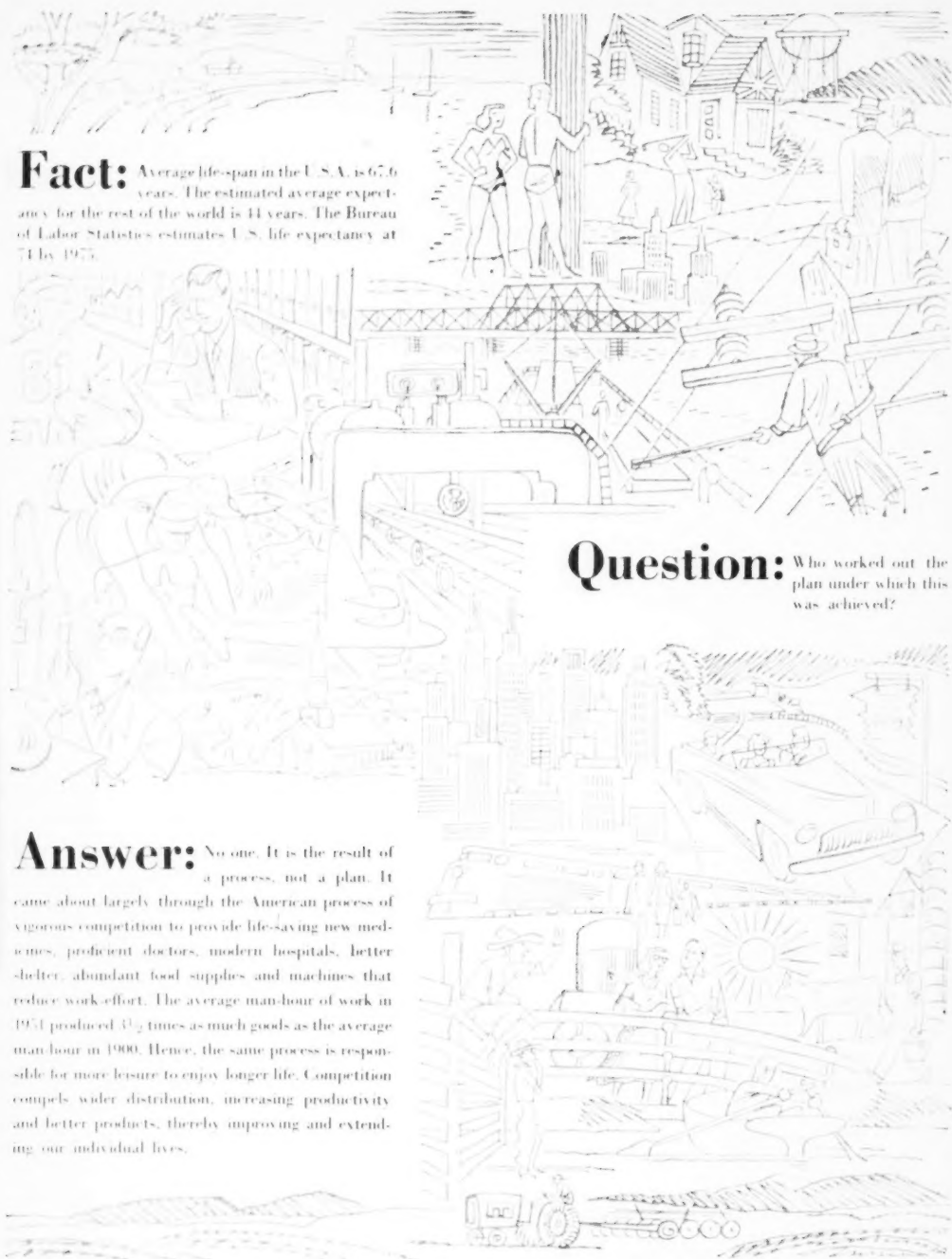
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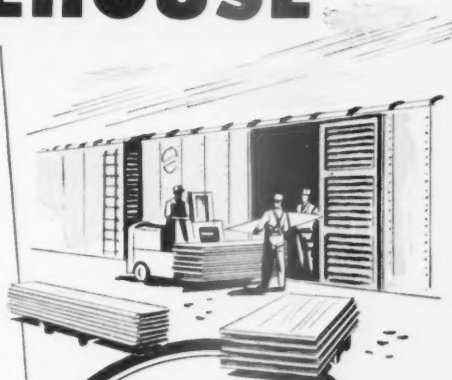
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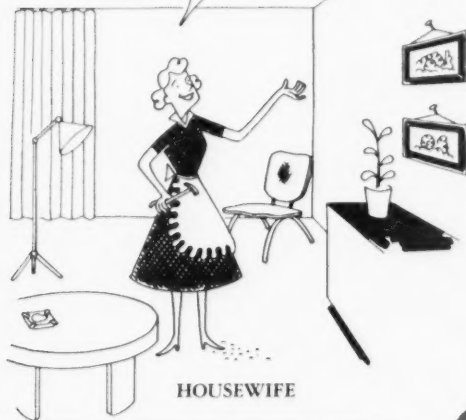
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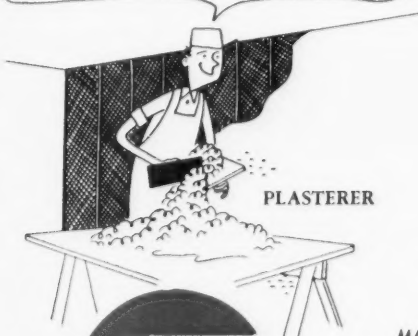
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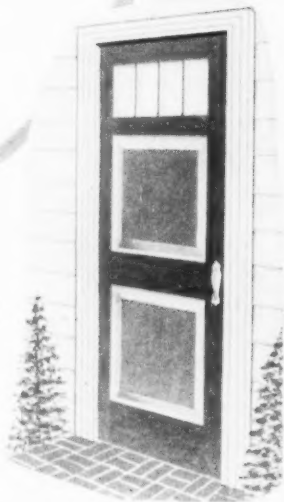


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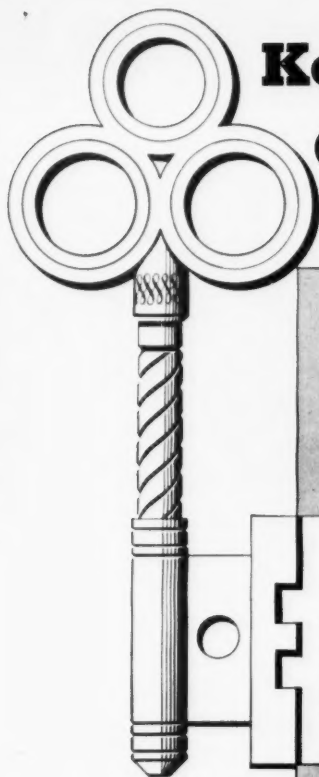
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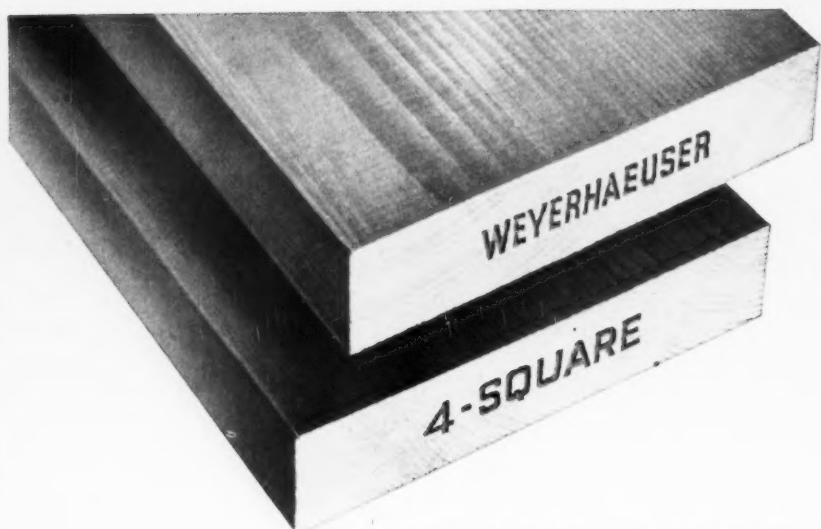
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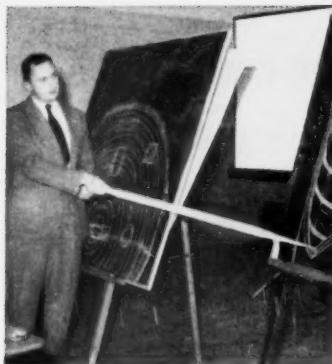
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In addition to the selection of top personnel, Weyerhaeuser conducts a broad program of training designed to sharpen the skills and aptitudes of its men to the utmost.

Add together all the men who contribute to the quality of the finished product... the fellers, scalers, hookers, loaders, buckers, crane and bulldozer operators, linemen and section hands... everyone from brush monkey to mill mechanic... and you will get some idea of the army of technicians needed to make that famous brand, "Weyerhaeuser 4-Square" mean greater lumber value to you.



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At mills located on the West Coast and Inland Empire, Weyerhaeuser 4-Square Lumber is produced in a range of products from Douglas Fir, Idaho White Pine, Ponderosa Pine, West Coast Hemlock, Western Red Cedar and related species.

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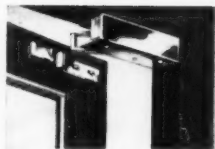
CASEMENT OPERATOR 4700



Operator 4700, for wood casements, is unique in several respects. It is *not* handed, and may be used interchangeably on right- and left-hand windows. Its worm and gear construction, with a one-piece gear of solid bronze, will withstand a lifetime of twists and turns. The handle—8 inches long—is removable.

Operator 4700 functions without disturbing the screen and is a handsome bronze lacquer finished interior fixture. Its heavy brass channel guide, anchored at *three* points, will not bend or bind.

Operator 4700 is a cinch to install too. 7 screws—that's all!



AUTOMATIC CLOSER 4649

Pulls top of outswinging wood sash snugly against the frame. It prevents warping, assures all-around tight contact. Easily installed—4 screws; no mortising required.



EXTENSION HINGE 2529

By means of flange type leaf it provides a firm corner support of the sash. By providing a 4" sash clearance, it assures maximum ventilation and permits cleaning of the outside casement from inside the room.

H. S.  & Co., Inc.

3348 NORTH 10TH STREET • PHILADELPHIA 40, PA.

GETTY OPERATORS ARE USED ON MORE CASEMENT WINDOWS THAN ALL OTHER OPERATORS COMBINED.

Southern BUILDING SUPPLIES

AUGUST, 1952
Vol. 7 No. 8

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES

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NATIONAL BUSINESS PUBLICATIONS



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AUGUST, 1952 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

Attic Fan Sales REVOLUTIONIZED

by the Hunter Package Fan
and this Demonstration Display



■ The new Hunter Package Fan is easy to sell because it can be demonstrated so effectively. It is also the simplest of all attic fans to install. Fan rests on attic floor, requires only 18" clearance. The compact unit is complete with ceiling shutter and trim.

Write for prices on Hunter Package Fans and information on how to secure this sales-making Hunter Demonstration Display.

HUNTER FAN AND VENTILATING CO.
394 S. Front St., Memphis 2, Tenn.



Hunter

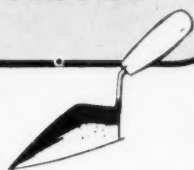
PACKAGE ATTIC FANS

The finest masonry work starts with



Chattanooga Publishing Company, Chattanooga, Tennessee, Selmon T. Franklin, Architect, Robert L. Allen, General Contractor, Rossville Masonry Company, Masonry Contractors, T. T. Wilson Company, Cement Suppliers.

Cumberland Masonry Cement



THE 10 BASIC REQUIREMENTS OF HIGH-QUALITY MASONRY CEMENT*

1. Plasticity
2. Body
3. Strength
4. Yield
5. Color
6. Adhesion & Bond
7. Negligible Shrinkage
8. Water Retention
9. Water Repellency
10. Non-efflorescing

**Cumberland
gives you all 10!*

Chattanooga Publishing Company Building in Chattanooga, Tennessee is a striking and handsome piece of architecture. But more than that, it's weather and water tight because it's made with Cumberland Masonry Cement. Shrinkage of mortar made with Cumberland is negligible, less than one-tenth of one percent. That's why you'll never find ugly, costly cracks in a Cumberland job. Make your next job a better one with Cumberland, the masonry cement with the pleasing light color. You get eye-catching beauty, even after years of weathering, and a sounder, better performance in every way with Cumberland Masonry Cement.



Cumberland

PORTLAND CEMENT COMPANY
Chattanooga Bank Building • • Chattanooga 2, Tennessee

Portland — High Early Strength — Air Entraining — Masonry

Any quantity of Cumberland Masonry Cement will be shipped in mixed carloads with other types of Cumberland Cement.

BALANCE SHEET

The Costs of Distribution Are Inescapable, Mr. Smith!

RETAIL dealers in building materials have no influence with the manufacturers and make no economical contribution to project house building. C. W. Smith strongly implies in his provocative new book entitled "New Frontiers for Home Builders." He is director of the Housing Research Foundation of the Southwest Research Institute in San Antonio.

Most dealers will subscribe to his suggestions concerning improvements in the design, construction, financing, and sale of homes. They probably will concede that the professional homebuilders are no longer "speculative" or "operative" builders, and now are "merchant builders." But we don't believe any dealer will accept the implications of these statements by Smith in his Chapter No. 2 on "The Concept of Management":

"In the past you (merchant builders) have had to deal with a great variety of suppliers in order to obtain the materials and equipment you need in a housing project. Frequently dealers or jobbers, who usually handle more than one line, are **not particularly skilled or interested in passing on to you technical information** concerning the most economical and efficient use of the products involved.

"Because they extend credit, and because they warehouse and merchandise for you, **they go on the assumption that you will deal with them in spite of their lack of information and their lack of sales and merchandising efforts.** Many of you builders have started your own retail supply businesses in competition with the older established dealers. By the same token many of the existing retail dealers have gone into the building business in competition with you.

"Presumably such joint efforts promote economies. It seems unfortunate, however, that in most cases an existing facility is being duplicated. The ideal arrangement would be for a skilled and experienced builder either to effect a permanent partnership with an already existing building materials dealer or, where this is impractical, at least to establish a very close system of collaboration with such a dealer on specific projects.

"You are essentially manufacturers; yet in the past you have been forced to buy materials and equipment components at retail, to try and

by-pass the local dealer and get a wholesale discount, or to go into the retail distribution business yourself. No one of these alternatives seems to be the final answer to the problem.

"This whole area of channeling materials and equipment from the producer to the builders is one that can stand a great deal of exploration and study from the standpoint of 'vertical' integration. The present system whereby products pass through the hands of manufacturers, distributors, jobbers, retailers, and applicators, is entirely too disjointed and entails too many different management staffs, accounting departments, and handling of merchandise. . . .

"**By the same token**, why should it be necessary for you to deal with literally dozens of firms on the local level in order to obtain the variety of non-competing products which go into a house? Being forced to deal with a great variety of sales organizations reduces the efficiency of your purchasing department and merely means that you are paying each separate group of suppliers for a series of sales costs, advertising costs, and distribution costs which would not be necessary if one firm were to advertise, distribute, and sell to builders a variety of products ranging from gypsum board and insulation to heating units and appliances. . . .

"Manufacturers who want to serve you better must, in the future, gear their distribution methods and their technical staffs to help you do a better job. If this can be done through the existing jobber-dealer set-up, fine. If not, some better method must be evolved and the chances are that some horizontal integration in the supply field might benefit everyone concerned.

"**There is no reason**, for example, why a group of manufacturers producing non-competing materials and equipment could not combine their distribution, advertising, and sales organizations. The economies which could be effected would then permit them to send fully qualified sales engineers to call on you, offering a wide variety of products which you need and, more important, offering your staff competent technical advice as to how you can use those products to achieve better quality houses at lower costs. . . .

"You must learn to think of yourselves as
(Continued on page 76)



You, too, have a hand in "The Southern Pine Story"

Every time you deliver an order of SOUTHERN PINE lumber you become an active part of a great natural resource industry. Yours is the final and important link between Nature and consumer.

Upon the quality of lumber you sell rest the reputations of—

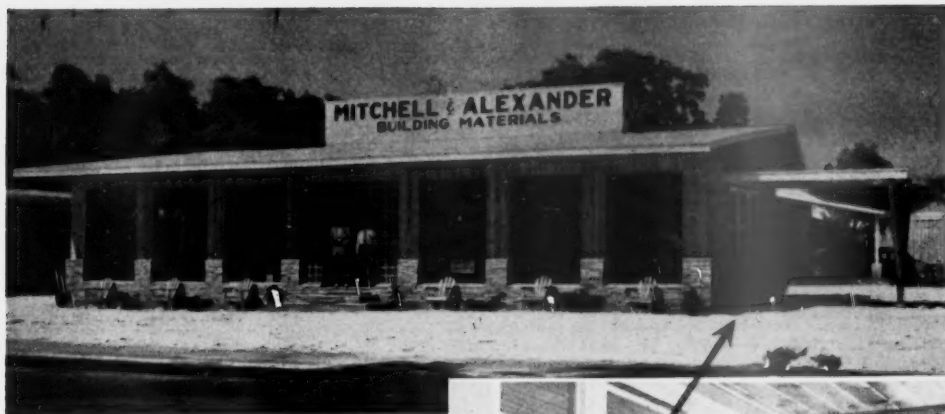
- (1) Southern Pine's natural superiority as a building material.
- (2) Southern Pine industry's standards of proper manufacturing, seasoning and grading.
- (3) Southern Pine dealers' dependability for supplying lumber that assures satisfactory performance.

The story of this great industry is dramatically told in "THE SOUTHERN PINE STORY."

SOUTHERN PINE ASSOCIATION

National Bank of Commerce Building
New Orleans, Louisiana





Building Supply DRIVE-IN!

By C. E. WRIGHT



TO RUSH service for contractors and other shoppers in a hurry, the new building supply store of Mitchell and Alexander on U. S. Highway No. 1 in New Smyrna Beach, Florida, has a handy drive-in service window.

Here customers who know exactly what they want and who want it quickly can drive up to the window under a trim carport, sign a slip, and pick up their materials there or at one of the warehouses.

Fred Lynch, manager of the New Smyrna Beach yard, admits he got the idea of a drive-in service window from a new bank building being erected in Jacksonville. It is the first such Florida installation in the building supply field, to his knowledge.

"A contractor drives up in a hurry for 10 bags of cement. Or a woman wants a quart of paint of a certain type and color. We can wait upon them almost instantly,"

Lynch explained. "This saves them time and makes them appreciate such service. We admit that we will lose some store traffic in this way. But for regular customers whose business we get anyway, we think this drive-in plan will make buying easier."

"Furthermore, some customers already are using this window for paying bills. They can do so without leaving their cars."

The middle window on the north side of the modern Mitchell and Alexander display room can be quickly opened and closed in chilly weather, and left open in mild weather, for such drive-in service.

Just inside this 42-inch-wide double-hung window is the manager's desk. It is flanked on the other side by the sales counter. Either the manager or a salesman will be on hand or nearby all of the time. If one of them doesn't notice the caller outside, the

patron can punch a button below the window shelf to attract assistance.

Formal opening of Mitchell and Alexander's new store was heralded and conducted with considerable "hoopla"—in fact they added some new hooks to such a historic affair.

For more than a week in advance, the event was the subject of 10 to 12 radio spot announcements each day, of newspaper advertisements, and of direct-mail invitations to all customers on the firm's books.

The store opening was turned into a civic event by a tie-up with the New Smyrna High School Band. To help buy some needed uniforms and instruments for this 40-member band, it was invited to participate in the store opening and share in "opening day" profits.

The band paraded through the business section at 8 a.m. and wound up at Mitchell and Alex-

ander's new store at 540 N. Orange Street. There the musicians sat in the cypress lawn chairs that they helped sell later and gave a concert. The concert was broadcast over a local radio station.

For selling lawn chairs and paint the rest of Saturday, the band earned \$75.50 in commissions. Besides contributing this sum to the band's uniform and instrument fund, this building material dealer got a lot of free publicity in the local newspaper.

On its front page the day before the store opening, the *New Smyrna Beach News* published a four-column picture of the band.

The first day of the opening, eight five-minute broadcasts were made over the local radio station by firm members, city officials, and others.

Manager Lynch estimates that some 1,500 persons visited the store during the two days. These included many summer vacationists just beginning to flock into the beach resort, and many representatives of the factories and wholesale firms whose products Mitchell and Alexander retail locally.

Sales for the two days totaled \$302.35 in cash and \$1,194.62 on credit.

Every woman visitor was given a thimble upon entering the new store. The 400 who drew blue thimbles kept them as souvenirs, but the lucky 100 who got red thimbles also were presented a pair of kitchen tongs that cost the firm 80 cents a pair wholesale. Refreshments were served to all visitors. The souvenirs, favors, and refreshments totaled \$295.

Like nearly all cities large and small, New Smyrna Beach has a parking problem. Because Mitchell

busy U. S. Highway No. 1 between Jacksonville and Miami, the parking problem is particularly acute. In locating the new store, off-street parking space was provided for 48 cars and trucks—eight on the front apron and the remainder beside and behind the building.

In designing their new building, Mitchell and Alexander took full advantage of the floors, walls, ceilings, doors, and windows to display the products they sell—as the accompanying pictures reveal.

The front exterior is finished in ponderosa pine pickwick paneling. The ends are sided with green asbestos shingles. The ceiling of the front overhang and the carport is finished in V-jointed cypress panels.

Inside, the display floors are oak at each end and D-grade yellow pine in the center. At one end the ceiling is covered with 12x12-inch insulating tiles of one brand, and in the same material of a different brand at the other.

The center ceiling area is covered with 6-inch No. 2 V-joint yellow pine to demonstrate the effective use of this lumber for paneling ceiling and walls. Within several days after the store opening, four jobs of about \$100 each were sold to customers who selected this material because they were convinced they need not use more expensive wood paneling.

One of the showroom end walls is covered with gum plywood of satin finish to show the effectiveness of this type of wall paneling.

Two different brands and types of glass jalousies are used for the two entrance doors. These are surrounded by panels of glass blocks.

Awning-type windows are used at one end of the building. At the drive-in service end, three double-

hung window units are grouped.

The manager's desk was made out of stock birch plywood for the top and doors, and light mahogany plywood for the sides, by a local cabinetmaker. Other store fixtures were built of stock materials to demonstrate their use and appearance.

In remodeling the older portions of the store and office building, Mitchell and Alexander installed an enclosed shower bath for the workers. This yard has a total of nine employees. They include two salesmen, a stock foreman, three truck drivers, a bookkeeper, a file clerk, and the manager.

"It often happens," explained Manager Lynch, "that one of us who has been engaged in a dirty handling job has to attend a luncheon or go out to see a customer."

"This shower affords a quick bath and clean-up—and it's refreshing, too, on a hot day!"

This New Smyrna Beach business was started in 1946 as a branch of the Daytona Beach main store and lumber yard of Thomas H. Mitchell and D. B. Alexander. These former employees of the Atlantic Steel Company in Atlanta, Ga., sensed an awakening of civic promotion in a town whose history dates back to 1767.

The business has been expanded several times since its start in a 30x30-foot structure. Now Mitchell and Alexander are ready to sell their share of the materials needed for the booming resort city of New Smyrna Beach.

These partners are measuring up to their slogan and to their motto:

"The Lumber Yard that Serves a Growing Community."

"A Complete Line of 'Satisfactory' Building Materials."

Extra color was added to the opening of Mitchell and Alexander's new building materials store in New Smyrna Beach, Fla., by the High School Band. This musical aggregation paraded through town to the new store at 8 a. m. Saturday, gave a concert in front of the establishment, and then many members spent the rest of the day selling paint and cypress lawn chairs to visitors.



To make more sales—

EMPLOY Newspaper Advertising

By GERRY HOPPE

Insulte Sales Promotion Manager

Minnesota and Ontario Paper Company

HOW'S BUSINESS? Got all you want, or would you like more?

Okay, let's give some serious thought to newspaper advertising. It is the most effective way to increase your sales volume at the lowest cost per sale.

Or are you one of the many dealers who have asked, "Is newspaper advertising really necessary?" Maybe you've asked that question because of a bad taste left from an experience with newspaper advertising. Was it the newspaper advertising that was at fault, or the way you handled it?

Advertising—just like your storage sheds—should be planned. In your yard, you store materials so that they can be moved out in the shortest possible time with the least re-handling. And in your advertising, you should try to get the greatest return for every dollar spent.



1 can get you 20

To do this you must decide what percentage of total sales revenue you plan to spend on advertising. You must consider your market, and the competition for the home-owners' dollars. And you should decide on an advertising schedule, in light of the budget, of course; then hold to it.

Then, as your campaign rolls along, the results should be checked to make sure that you are getting a good return on your investment. Most successful advertising dealers consider a 12 to 1 return as satisfactory. Returns as high as 20 to 1 are not uncommon, though.

Let's change horses for a minute and see what one of your big competitors is doing with newspaper advertising. I mean the department stores. And don't ever think you aren't in competition with them. You're both after the consumer dollar. Actually, the department store is probably a bigger competitor than the yard down the street about which you do most of your worrying.



"Come-on-a-my-house"

You are certainly aware of the newspaper advertising being done by the department stores in your trade area. What would happen to business in these stores if they couldn't do newspaper advertising? They'd get out the red ink bottle in short order. Newspaper advertising is the life-blood of any big department store operation. They've got to build high volume sales at a low cost per sale and that is exactly what newspaper advertising does for them.

And if it can do that for them, why can't it do the same job for you? As I see it, it can. To do the job, however, you've got to consider newspaper advertising and how to use it just as seriously as the manager of a big, successful department store.

The main job of your advertising is to create a desire for something that can be had by using the products you sell. After the desire is established, the ad should tell

the reader that he can get the satisfaction desired by using materials available at your yard. Not in these words, of course, but this is the idea.

For example, say you are selling the idea of an attractive basement amusement room. How do you advertise this specialty room? Certainly not by listing or picturing the individual products—or their price per unit. You show the most attractive basement amusement room possible. And you show it with adults, children, or both having fun in the new room.

Along with that inviting picture you give prominence to a headline that says something about "You Too Can Have More Space for Family Fun at Only \$12 a Month." Then you include a definite request for people interested to come in or call you. Tell them that you can help them select materials, suggest ways to get the job done,

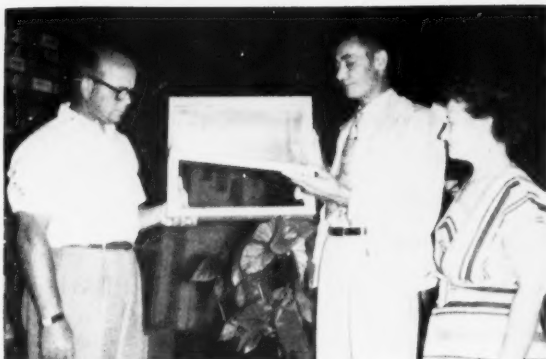
(See NEWSPAPER ADS page 92)



Ads create desire

How to sell more TENSION SCREENS

S'B S STAFF FOTOS



Small-town friendliness wins confidence in "new" screens

FREQUENTLY opposed to "new-fangled" ideas, the small-town and rural population of Elizabethton, Tennessee, have accepted tension screens for their windows to an extent that surprised even as progressive a dealer as James E. Guffey, part owner of the East Tennessee Supply Company.

Guffey opened his building supply store in 1948 in this town of about 10,000 population. He introduced tension-held window screens about a year ago—and without the first advertisement, he and his three salesmen sold \$3,000 worth!

Some of the older firms around Elizabethton cater to contractors and builders. Guffey firmly asserts that his purpose is to serve the small home-owner, and it is this group that have become his tension-screen "fans."

His first tension-screen stock went into new homes. After con-

vincing himself that they were not only as efficient as ordinary screens but also great savers of installation time and maintenance costs, he approached his first new-home customer.

Once these screens were sold for several new homes and a few satisfied customers spread the word in the community, his screen campaign was launched.

Partly responsible for this successful product promotion is Guffey's own personal manner in presenting them to his "public." The exact opposite in disposition from the high-pressure salesman, Guffey induces his customers to buy with a quiet but confident sales talk that sounds more like one friend trying to help another. And some sales have proved that he is just that!

Typical of his technique was his first sale of these screens for an

By H. G. MATTHEWS

old house. Shortly before closing time, a customer came in to ask about conventional screening for several windows. The new screens were interesting but he wasn't sure he wanted to be bothered with figuring how to put them up. So Guffey drove 10 miles out in the country with him to put up the first screen in less than five minutes. The customer got the satisfaction of installing the second.

The next step was an invitation by the customer's wife to stay to dinner—which Guffey accepted. Further casual conversation about the screens proved of great interest to the wife. She later carried an enthusiastic account of them back to the school where she taught and (See TENSION SCREENS page 91)



James E. Guffey, manager and part-owner of the East Tennessee Supply Co., wearing glasses in the photo above, lets two customers see for themselves how taut a properly installed tension screen is when fastened. This factory display also helps him explain how quickly the screens are put up. The wormy chestnut paneling on his office walls has attracted so much attention that his small millwork shop has had to turn out special orders of this and other novel paneling.

"Employee Operating GUIDE"

This second half of a small Florida dealer's original manual explains operation of store, yard, millwork shop, and accounting department—and the need for teamwork by all personnel.



ASSISTANT MANAGER

"1. The assistant manager will assist the manager in all of his general and specific duties. In the absence of the manager, he will have full authority to act in his behalf and should be consulted freely concerning policies, etc.

"2. The assistant manager is responsible for the pricing of the daily credit sales and returns. In this connection he should maintain a price book containing complete pricing information of all merchandise normally handled. Associated with this duty is the keeping up to date of the various catalogs in the office. The as-

sistant manager will supply pricing information to the sales department. He should also check incoming invoices on merchandise purchased for re-sale.

"3. The assistant manager is responsible for the general appearance of the sales office.

"4. The assistant manager is urged to develop creative ability in connection with promotional and merchandising plans.

STORE AND YARD

1. This department is charged with the efficient conduct of all retail sales made within the store. Its department head supervises these sales.

2. The department head is solely responsible for the general appearance of all merchandise in the sales room, and is jointly responsible with the yard foreman for the appearance of the merchandise in the stock room. In filling orders it sometimes happens that merchandise is disarranged. A constant check should be made to insure that items of stock thus out of

In top picture, Assistant Manager J. E. Reeves confers with the bookkeeper, Mrs. I. M. Vandenburg, about a pricing problem while yard foreman awaits on inter-com system. She is English bride of Florida ex-GI. Below left, Reeves checks hardware stock in foreground as Manager Clyde B. McGinnes straightens up tool stock in rear. "Sales room" of old store is shown below, with sales counter-office at left.



place should be restored to their customary position. Disorderly stock is generally regarded as inferior merchandising. Dust should never be allowed to collect either on the merchandise, or the shelves. To assist the department head in this matter the aid of one of the yard crew should be utilized.

3. The department head is urged to develop creative ability in connection with the various displays used in merchandising and is invited to make suggestions to the manager and assistant manager on this subject.

4. It is of utmost importance that ALL merchandise be adequately marked as to selling price. A periodic check should be made to insure that this is done, since from time to time price tags may either be lost or removed accidentally. Pricing information should either be marked directly on the merchandise, or placed in a bracket in such a manner as to clearly indicate which merchandise it refers to. In this connection, the following procedure will be followed upon receipt of merchandise either via LCL rail shipment, or truck delivery from Tampa, or other source:

- (a) Determine the identity of the merchandise.
- (b) Obtain the correct selling price from the assistant manager.
- (c) Very plainly mark the established selling price either on the merchandise, or insure that it is placed in a bracket.
- (d) Place the merchandise into stock.

5. The coordination and schedule of deliveries of material is both the responsibility and the prerogative of this department head. All persons making retail sales are en-

joined to keep this department fully advised concerning any commitments made regarding deliveries.

6. The following procedure will be followed in connection with the rental of sanding machines:

CHECKING OUT:

(a) Determine that the machine is in good working condition by actually plugging it in and letting it run. Do this in the presence of the customer.

(b) Give instructions necessary for its operation. Be SURE the customer understands fully how to operate it. Demonstrate how to change paper, empty bag, etc.

(c) Select the quantity of paper desired and make a complete list of it together with the equipment being checked out. Get customer's signature and address.

(d) Be sure to explain how the rental of sanding machines:

CHECKING IN:

(a) Determine that the machine is in good working condition by actually plugging it in and letting it run. Do this in the presence of the customer. Be sure to see that all wrenches and keys are removed.

(b) Check the paper returned

and compute the price on paper actually used.

(c) Compute rental charge on sander, add this to the price of paper used and total.

7. A daily check should be made by the department head to determine that all orders delivered on a COD basis have been collected for. In the event that it is discovered that an order thus delivered has not been collected for, steps should be taken immediately to collect it. Under no circumstance should an order be allowed to go uncollected for over 48 hours without clearing with either the assistant manager or the manager.

OUTSIDE SALESMAN

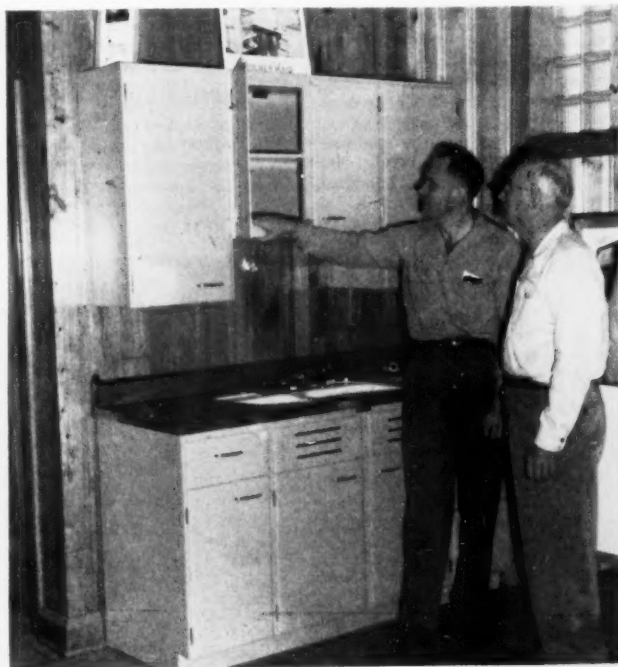
1. This department is primarily charged with making sales outside the general sales and yard office. The salesman will follow up leads and suggestions which come to the office from various sources, and will use his initiative in making contacts with the view of developing new business.

2. As a collateral duty the salesman will give assistance in collecting difficult and stubborn accounts.

(See EMPLOYEE GUIDE page 78)

President Clyde McGinnes points out feature of stock kitchen cabinets to his father, D. U. McGinnes, who founded the McGinnes Lumber Company in Lakeland. The only air-conditioned building supply store in the Florida City, it has modern rest-rooms in corner behind cabinet display. Sales-room is paneled in Mexican pichwood, white and red cypress, knotty white pickwick with V joint. Offices are finished in birch, mahogany, and Dutch cedar plywood.

S-B'S STAFF FOTOS



The new Chapel Hill branch of the Coman Lumber Company looks like a handsome home—except for the dignified signs on all sides that label it with the firm name, and the large materials warehouse in the rear. It is located "just off Main Street" in the University of North Carolina college town, adjacent to the main supermarket, where shoppers spot it for building material needs.

S'B'S STAFF PHOTOS



COMPACT STORE for branch yard

BY OPENING a new building-supply yard in Chapel Hill, North Carolina, last winter, the Coman Lumber Company accomplished two important missions at one time.

First, they supplied this historic college town—home of the University of North Carolina—with its first building-material store.

Second, they made possible division of responsibility among their personnel.

The "they" in this firm are James H. Coman and his three sons—Jim, Bill, and John.

In the Chapel Hill branch is packed the best in modern materials merchandising. Only 12 miles from the main yard in Durham, this branch is mostly a display and salesroom. Large quantities of lumber and other bulky materials are trucked over from the Durham yard and warehouses.

Although the Comans usually go after orders for complete homes and other building jobs, this year they are concentrating on the drop-in calls for materials to make additions and repairs.

Local Sunday newspapers carry half-page ads for the Coman Lumber Company, featuring home improvements and supplies. These advertisements play up time-payment opportunities in these words:

"If you live in Durham or Chapel Hill, you can remodel now . . . Pay as you go! You pay only 10% down and the balance in monthly installments designed to fit your budget."

These advertisements—as do Coman radio spot announcements, ads in the telephone directory, and truck signs—urge residents to "Call the Lumber Number—6981 Durham, 6101 Chapel Hill."

The Comans still are cashing in



Inside, the home-like Coman Lumber Company branch is a well-arranged store. The inset front entrance opens to the centered sales counter and display area pictured here. This Coman-made fixture was designed so the personnel can do desk work between services to call customers. Jim Coman, Sr., stands at the toed-in counter, while Assistant Manager Rupert Squires completes an order. At right, Manager Bill Coman faces camera.



on the attention attracted by the model home they designed, built, and promoted in Durham in September '51. Their contribution to observance of National Home Week won top honors as the best promotion by lumber dealers in cities where the National Association of Home Builders had no chapter.

Designed by John Coman, who also handles the firm's advertising and promotion material, this model house was seen by some 12,000 people. Sales of materials for 30 houses resulted from the exhibition.

Married couples still come in to "figure on a house" or to shop with the explanation that "we saw your wonderful model house."

Product literature and factory posters are displayed handily in both Coman stores. All likely prospects who visit the stores are given a packet of manufacturers' folders.

This 10x13-inch gray kraft clasp envelope is headed "Ideas for Your Dream House . . . presented by Coman Lumber Company." It offers to help the home-dreamers in these words:

"In planning your individual home there are many questions on financing, location, design, etc., you wish to ask. Without obligation, we should like for you to bring your questions to us. We can help you in many ways and recommend authorities on all phases of housebuilding. You are welcome to our office. . . . We are always happy to see out-of-town-ers, too!"



All sorts of building materials that are not shown in use in the construction and finish of Coman's Chapel Hill branch are conveniently displayed in this factory-made wall fixture. It is located in display area between sales counter and rear storage room. The manager's office is behind the display. To right is room with a model wood cabinet kitchen.

Materials sold by Coman are listed on the back of the envelope brand in these kinds: windows, doors, roofing, kitchen cabinets, insulation, flooring, hardware and specialties, interior finishes, exterior finishes, and paints.

Since the war, J. H. Coman, who served in 1946 as president of the Carolina Lumber and Building Supply Association, and his three sons have incorporated the Coman Lumber Company and developed a scoring backfield for their company team.

Father Coman calls the signals out of his long experience in the

lumber, millwork, and building supply game—and the boys carry the ball!

Jim manages the Durham store and does most of the buying. (Young Jim was chosen "Kiwanian of the Year" by the Durham Kiwanis Club in '51 in recognition of his work as Agriculture chairman.)

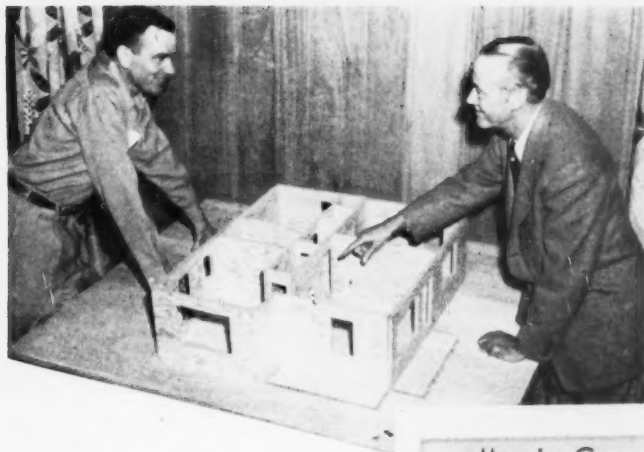
Bill manages the new Chapel Hill branch yard.

John makes estimates, draws up house plans, prepares the advertising, and attends to many promotion details.



The Coman Lumber Company's main yard in Durham, N. C., also has a sales and office building that looks like a residence. In its small space, Manager Jim Coman contrives to get a maximum of display for the materials the firm sells. In compact area shown at left, above, he has installed displays of an awning-type window, double-

coursed cedar sidewall, and paint on the entrance side. On the other, seen at right, he has installed a modern kitchen cabinet unit and knotty pine paneling. The display and estimating offices are in this area: the sales and accounting offices across the hall. Hardware and paint salesroom is at end of hall.



Lowell Munday points to the hall and closet section of the plywood model of the small FHA-approved house, which Tutt Cooper, left, designed for semi-prefabbed construction at low cost. The men are co-owners of the Munday-Cooper Lumber Company in Amarillo, Tex. The terms and material features of the houses are shown on sign below. At bottom is house under sectional construction and then finished.

*Engineered sectional
construction program*

TRIMS LABOR COSTS 30%

By BOB BRAY



OVER 30 PER CENT of the normal labor cost is being saved by the small-home sectional construction program recently instituted at the Munday-Cooper Lumber Company shop in Amarillo, Texas.

Devised by Co-Owners Lowell Munday and Tutt Cooper, the new plan is the result of some 40 years' accumulative lumber and building experience coupled with skillful ingenuity. And, unbelievably enough, the new production program didn't cost the firm a dime for any additional equipment outlay.

Aware that mistakes, waste, and delay drain much of the profit out of a job, the two men set out to establish a building program which would as nearly as possible eliminate all three factors.

Here's what they found:

1. In an area where labor costs hit a minimum average of \$1.25 per square foot, costs of work under the new plan figured only 86 cents.

2. The sectional type construction done in their shop in jigs virtually knocked out the chance of usual expensive mistakes.

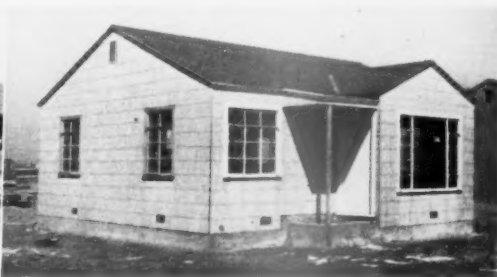
3. Delay was eliminated because

their five house plans were designed in such a way that the same basic bill of materials would fit them all.

Due to this greatly simplified construction plan, they were able to offer the homebuyer of modest means a quality, four-room unit for \$7,000 in Amarillo.

Meeting both FHA and VA requirements, the homes sell for \$700 down, and are financed on a 20-year plan.

This team of dealer and builder planned a basic, square, four-room (See **CHEAPER WAY** page 87)



A 3-Point Sales Stimulation Program

**INSTALLED
Material Jobs**

**SMALL HOUSE
"PACKAGES"**

**CONSUMER
SALES**

PART TWO

By R. O. BROWNLEE, Manager

Tennessee Building Material Association

SALES OF installed materials is a field that rightfully belongs to the dealers, but in many localities has been taken over by the applicators. The reason the field, with the resultant loss of material sales, has been taken over by the applicators is due to the fact that building material dealers have been too lazy to put forth the effort necessary to serve this class of customer.

Many excuse themselves by saying they do not believe in competing with their contractor customers. This is really no excuse, for those who wish to can easily work out an arrangement with the persons installing the materials whereby the dealer attracts the customer, estimates the job, completes the financing, and then turns the work over to the installer with the understanding that the dealer furnishes the materials.

Sales of installed materials meet with much less consumer resistance when details are handled by the dealer for these reasons:

1. The customer is dealing with a business firm with an established reputation.
2. The person handling the order is financially able to fulfill his guarantees.
3. The person making the sale will be in business five or 10 years from now.
4. An established dealer will provide public liability and workmen compensation to protect the owner in case of accidents during the work.
5. An established dealer can be depended upon to furnish quality materials and use experienced workmen.
6. In the event the property owner uses monthly payments, he will know where payments are to

be made and who really holds the note.

7. Any wise property owner will readily see the advantage of doing business with a reliable and responsible building material dealer, rather than an applicator.

The rules for attracting customers, converting their ideas into actual plans with estimated costs, and providing means for completing the transactions on satisfactory terms, are the same as those set out under the heading of "Consumer Sales" in the first part of this presentation, published in **SOUTHERN BUILDING SUPPLIES** in July.

Dealers who do not make sales of installed materials will see more and more of their materials furnished by applicators who obtain their supplies from other sources.

The \$3,000 to \$5,000 house market is practically lying dormant with the Federal government making the only worthwhile effort to provide modern housing for the skilled and semi-skilled laboring group. Dealers having the foresight and initiative to develop this market will surely reap handsome profits.

To develop this field, dealers will have to work with persons who can perform the construction labor as well as the sub-contractors who will supply the plumbing, wiring, and other needed items.

We believe that the best way to inaugurate such a program is to buy a lot and build a trial house. Much of the material can be made up of slow-moving items the dealer has in inventory. The building of such a trial house gives the dealer a true picture of the cost incident to such an undertaking, and also gives the labor contractors, as well as the sub-contractors, a chance to check their costs on this type of construction.

Suitable plans must be on hand for use in this program. (Several of the plans included in the Tennessee Building Material Association's House Plan Exchange are made to order for this price house and others will be added from month to month.)

Estimating service must be provided in order that the correct figure may be quoted on plans which the owners furnish. This should not prove too burdensome for dealers who have been in the business for any length of time.

Complete financing should be made available at the dealer's place of business, so the customer is not required to go to the lending institution until plans have been accepted and a price agreed upon.

Title I, Section 8 of FHA is the ideal financing for this type of construction. If possible, dealers should make connections with
(See **SALES PROGRAM** page 74)

The huge warehouse of the South-West Lumber Company was designed with high roof trusses and few supporting columns to provide maximum room for storage of palletized and bundled wood products and other materials, and for handling of them with modern lift trucks. Below, a giant fork-lift holds a pile of lumber high for loading a freight car.



MECHANIZED WAREHOUSE

**After flood and fire this wholesaler
teams lift trucks and pallets to cut costs**

By L. H. HOUCK

IN REPLACING the flood and fire ruined plants of his South-West Lumber Company (wholesale) and R. L. Sweet Lumber Company (retail) in Kansas City, Kansas, the building material distributor of that name has fully utilized modern building design and material handling equipment.

The South-West wholesale firm held "open house" for its customers in a beautiful new building for three days in January, 1950. On July 13, 1951, this building was flooded by more than 11 feet of swirling waters. About the same time, the R. L. Sweet facilities were caught in one of Kansas City's most disastrous fires, which lasted four days and swept through several blocks.

For a week after the flood, South-West did business from higher ground. The office was renovated in three weeks, and employees moved back into a building large enough to cover an entire football stadium—full of battered, mixed, and generally flood-marked lumber and building materials. It was three months before the old stock was out and the new was in. Before the flood, the facilities had been worth \$250,000 and stock valued at \$500,000.

This firm stuck to its slogan, "We sell only for re-sale—therefore we can not profit unless our customers profit also."

In order to make certain that customers can profit more, the reconstructed warehouse has been laid out to reduce handling cost,

unnecessary movement of stock, and with certain specific methods that insure streamlined operations all the way to the customer's yard.

To keep to a minimum the losses due to mishandling and to weather conditions, incoming railroad cars are unloaded under cover instead of out in the open. Every carload is inspected with a moisture meter and the moisture content recorded.

Each car is unloaded on pallets for fork and straddle lift trucks, and is sorted as to length at the same time. Most of the sorted loads go to warehouse departments by straddle lift. Alleys are 20 feet wide for easy maneuverability in-

side the well-lighted warehouse.

When placed in stock, the pallets or bundles of lumber are arranged so many may be moved by straddle-lift truck. Higher stacks are handled in fork-lift loads. The entire storage system is designed so that when a customer's order is being filled, combined mobile loading equipment is not required to move a dozen stacks to get to one. Most stacks are four pallets high.

Orders are assembled with a fork-lift truck that goes up and down the aisles picking up various items that are then deposited for





After flood waters reached high above the entrance door of the South-West Lumber Company's warehouse in Kansas City's Fairfax industrial district, seen below and also on our S'B'S cover this month, it took three months to clear away the mud, debris, and damaged materials. Every incoming car of lumber is tested for moisture content with a moisture meter like that in use below. This firm's trucks and those of customers drive right through the big warehouse, to be loaded by the straddle and fork lift trucks.

bundling or loading onto railroad car or truck.

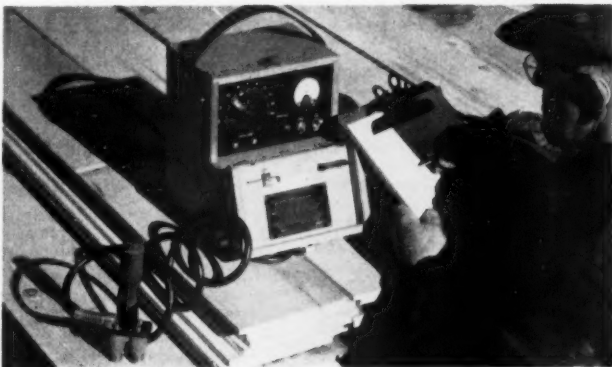
Such efficient storage assures the retail yards of getting orders quickly so they won't lose sales to their customers.

The mill facilities at South-West are used in re-sawing and dressing lumber, as well as for the manufacture of millwork. The mill's biggest job is to keep up the warehouse stocks of dimension lumber.

One of the improvements made after the flood was in the method of handling molding. Previously this was all palletted and handled by fork-lift trucks. But this has been found to be one of the few operations that does not lend itself well to such material-handling equipment. Now stocks stand on end.

More than 80 standard patterns are included in this molding stock.

R. L. Sweet is president of both the South-West Lumber Company and the R. L. Sweet Lumber Company. He is the third generation to run this family business, which grew out of the C. B. Sweet and Brothers Lumber Company that



started in 1885 in Pittsburg, Kan. The firm has other offices and wholesale warehouses in Omaha, Nebr.; Wichita, Kans., and Oklahoma City.

Next month, S'B'S will carry an article on Sweet's retail yard in Kansas City—the R. L. Sweet Lumber Company—and its recovery from fire losses.

How Employees Get Hurt in Retail Lumber Yards

FALLING BOARDS. tools, and other moving objects comprise the most serious safety problem in retail lumber yards today, according to a study made by safety engineers for Lumbermens Mutual Casualty Company.

This safety study shows that 36 per cent of all employee accidents in the yards result from workmen being struck by objects.

Another 21 per cent of the mishaps occur during the handling of

materials and objects, 19 per cent from falls, 11 per cent from stepping on or bumping into objects, 9 per cent involve machinery, while 4 per cent come from miscellaneous causes.

W. Dean Keefer, Lumbermens director of safety engineering, said the study includes an analysis of more than 1,000 typical retail lumber yard accidents that were serious enough to fall under workmen's compensation.

Keefer cited the following detailed analysis:

STRUCK BY OBJECTS

Hit by falling objects (boards, cans, blocks, etc.), 17 per cent.

Foreign matter in eye (serious enough to warrant medical aid), 10 per cent.

Hit by moving objects (trucks, scaffolds, sliding boards, etc.), 9 per cent.

Total, 36 per cent.

HANDLING MATERIALS AND OBJECTS

Lifting or pushing (back in—*(See YARD ACCIDENTS page 73)*)

R_y

FOR DEALER'S Birthday Party

SEND invitations a week before to your principal customers and suppliers.

Serve them delicious barbecue, brunswick stew, cold drinks, and fresh peaches in a (new) warehouse—at tables temporarily strung—among the exhibits of the major lines of products your firm sells!

In top picture, officials of the Patterson Lumber and Supply Co. in Atlanta, Ga., who "sellebrated" their first birthday in this manner, are seen with the proverbial candled cake. Office Assistant Ruth Webb hands it to President and General Manager Locke Trigg, Sr. Secretary and Sales represen-



tative Cliff Zimmerman smiles at right, while Treasurer Cecil Porter approves in rear.

Above, a builder and his wife come down the line for their meal and are given a mechanical pencil by a brick manufacturer. The professional caterers served 184 contractors, applicators, architects, suppliers, and wives in two hours.

Two of the exhibits of wholesalers are seen at left.

The top picture shows Ed Westlake, "the window man" of Maxwell and Hitchcock, peering through one of the six miniature metal units.

The lower picture shows Addison-Rudesal salesmen discussing wood windows and insulating board with prospective customers of the host Patterson firm.

President Trigg is a veteran building materials salesman. He was a retail dealer in Louisiana for 12 years, served as secretary of the National Marble Producers Association, then as N. Y. manager of the U. S. Quarry Tile Co. For 10 years before buying the 1913-born Patterson Lumber and Coal Co. on July 16, 1951, he was a Celotex salesman in Georgia and Tennessee.

WASHINGTON NEWS ☆ ☆

A \$50,000,000 expansion goal for certain specified facilities in the lumber and wood products industry—to be completed by 1955—has been announced by the Defense Production Administration. A separate goal for exterior type softwood plywood was also announced by DPA.

The facility goal is divided approximately as follows by DPA—in millions of dollars: sawmills and related facilities, \$20; dry-kilns, \$2; laminating facilities, \$3; lumber storage and handling, \$1; hard-board plants, \$6; debarkers and chippers, \$5; fiber, chip, and miscellaneous waste products, \$9; wood preservation, \$1.5; other wood-products facilities, \$2.5.

Purposes stated for the DPA goals are to increase certain deficit areas in the industry's production and processing capacity; aid in meeting military, industrial, and essential civilian needs during mobilization; increase in utilization of timber by producing economical by-products out of wood waste; expand facilities for preservative treatment of lumber and wood products.

DPA said that 24 out of 25 plywood projects have been completed to increase annual production rate of exterior softwood plywood 473 million square feet of 3/8-inch

basis by 1956. Such plywood is said to be needed for military packaging, temporary housing, and other defense purposes.

POST-DEFENSE market possibilities for American business will be studied jointly by the U. S. Department of Commerce and the Committee for Economic Development, Secretary Charles Sawyer announced. The project, to be reported by January 1, is similar to one undertaken in 1943 and entitled "Markets After the War." Purpose of the new study, Sawyer explained, is to help guide the U. S. economy so that it might continue to operate at high levels of production after current defense goals are met.

The President's Materials Policy Commission has proposed that FHA insurance and VA guarantees should not be made available to homebuyers in cities refusing to revise their building codes to conform with a set of Federal building standards.

"Unthinkable!" is the reaction of Frank Cortright, official of the National Association of Home Builders, to this suggestion. He says "there is slight likelihood of this recommendation being adopted in the near future. But it will accelerate the fine work which is now being done in many

CARE Now Furnishes Packages of Tools

Thousands of West German building trades and woodworkers' apprentices, barred from following their chosen trades by the high cost of tools, will receive American aid through new CARE packages containing tools.

The kit contains such basic implements as a jack plane, roughing plane, screw driver, two gimlet bits, tower pincer, marking gauge, joiner's saw, hammer, wood rasp, wood file, square brace, clamp, three firmer chisels, four auger screw bits, span web saw, and wood folding rule.

Because German trades have different requirements for tools and measures, CARE buys tools of the famous Ulmia brand, from one of the oldest German manufacturers.

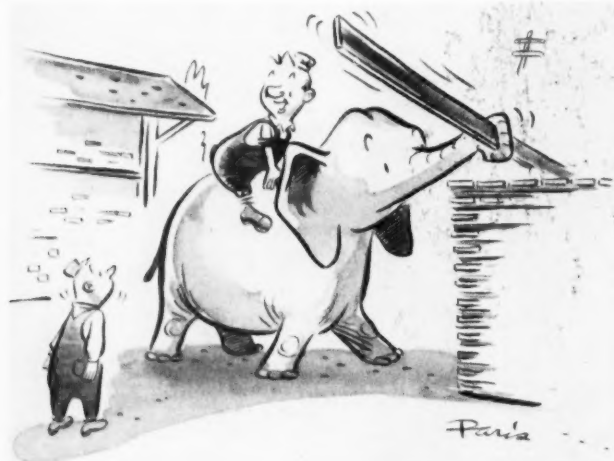
Americans can send these kits at \$20 each through CARE, 20 Broad Street, New York 5, N. Y.

cities throughout the country in eliminating outmoded and costly requirements in local code regulations."

A VOLUME of 35,000 public housing units for the fiscal year starting July 1 was established by Congress. This is 100,000 less units than is permitted under the Housing Act of 1949. Now PHA is prohibited from contracting for a volume in excess of 35,000 in any succeeding year without Congressional authorization.

THE PARTY PLATFORMS differ considerably on the matter of public housing. The GOP platform opposes Federal rent control and supports local slum clearance. The Democratic platform urges continuance of present public and private building programs. In fact, the Democratic declaration promises all groups more and more, while the GOP message offers hope of government economy.

If you have any ideas about improving the present system of taxation, you should forward them to the Joint Committee on Internal Revenue Taxation. Address the committee at Room 1011 New House Office Building, Washington, D. C.



SAWDUST: "The boss is weakening, Bud. I think he'll soon give in and buy us a lift truck."

NEWS of the INDUSTRY

\$1,000,000 Ad Program for Atlantic Dealers

The Middle Atlantic Lumbermen's Association has announced for its members a low-cost, syndicated advertising program that will be ready about the first of September.

The task of planning the service has been turned over to a prominent Philadelphia advertising firm, Gray and Rogers. A special MALA educational committee, geographically and otherwise representative of all association elements, are serving as technical advisors on all advertising.

Ad mats with space for dealer name and address are being prepared. They will cover farm needs, residential construction, production, product sales, basement conversion, attic expansion, extra rooms, insulation, repair and remodeling, importance of buying from a recognized dealer rather than itinerant peddlers, and many pertinent dealer subjects.

Only one dealer in any community can subscribe to the service. It is being offered on a "first come, first served" basis, according to the association, and many dealers already have signed up. The cost will be under \$5 a week.

The Gray and Rogers agency was started 25 years ago and is familiar with the building supply field. Among its clients are the Certain-Teed Products Corp., Insular Lumber Sales Corp., and H. S. Getty Co.

Tree-Farm Acreage Now Exceeds 26,000,000

Alabama passed Texas last month to regain national leadership in total number of certified tree-farms. The Cotton state now has 404 well-managed, privately-owned woodland properties dedicated to the production of continuing crops of trees for man's use.

The addition of 32 new tree-farms in Alabama and nine in Louisiana boosted national acreage figures over the 26 million mark for the first time in the 11-

year history of the American Tree Farm System. National figures released by James C. McClellan, chief forester for American Forest Products Industries, show 3,745 individual tree-farm units with a total acreage of 26,049,894 in 34 states.

Alabama was the first Southern state to certify tree-farms. Today the state has 2,593,950 acres in certified Tree Farms.

Texas leads the South and the nation with 3,203,103 acres. Other leading states in order are Washington, Arkansas, Oregon, and Alabama.

Second Management Clinic for Dealers

The second annual management clinic for building material dealers will be held during the five days of November 11-15 at the University of Tennessee under the sponsorship of the Tennessee Building Material Association.

The clinic will be held in a new UT building designed to accommodate meetings of businessmen. Enrollment will be limited to 100 dealers from anywhere in the U. S.

Since the first clinic was quickly a "sell-out" last fall, interested dealers are urged to make reservations immediately through R. O. Brownlee, TBMA secretary-manager, 711 Broadway, N. E., Knoxville 17, Tenn.

The five-day clinic will be patterned after the 1951 edition which attracted dealers from as far away as New York, according to Brownlee. He said the topics to be covered are operating costs, inventory turnover, credits and collections, financing, mark-ups, advertising, personnel training, new employee incentives, and material handling.

Dealers who are noted for their success in these fields will join with members of the University of Tennessee College of Administration staff and experts from manufacturing and wholesaling firms in covering these subjects. Discussion periods will follow the lectures to enable dealers to exchange ideas and techniques on the spot.

Special entertainment will be provided the "students" for three evenings. Most of the dealers will witness the Tennessee-Florida college football game Saturday at the conclusion of their clinical week.

MARSH CONSUMER ADS ARE JUDGED BEST

The Premier award in the National Advertising Agency Network's 1952 annual creative competition for national consumer advertising campaigns in general magazines was won by Marsh Wall Products, Inc., Dover, Ohio. In picture at right, Paul Kohler, vice-president of Howard Swink Advertising Agency, Inc., which handles the Marsh advertising, presents the high award to Executive Vice-President V. R. Marsh. The Marsh advertising topped that of 336 other entries. Appearing in eight consumer magazines, the Marsh ads drew 116,000 inquiries. Follow-up cards returned by dealers indicate that 65 per cent of the leads were good prospects for prefinished wall panels—and related building materials.





Beautiful Booklet Spreads "Pine Story"

More than 300,000 copies of "The Southern Pine Story" are being distributed from the first printing of this handsome 36-page booklet that was published recently by the Southern Pine Association. Free copies may be obtained from writing SPA at P. O. Box 1170, New Orleans, La.

According to H. C. Berckes, secretary-manager of the Southern Pine Association, this is the first time the complete story of the Southern pine industry has been summed up in one publication. The text was written by Stanley Horn, editor of *Southern Lumberman* and book author.

Copies of "The Southern Pine Story" have been sent to members of Congress, engineers and architects, bankers, and others outside the industry. It will be distributed by subscriber mills to their customers, personnel, and associates. Later copies will be made available to public schools and colleges.

With a full-color cover picture and simple drawings, the booklet tells what Southern pine is, its 300-year history, its properties, uses, and progress in manufacture.

Study Southern Pine

To strengthen the ties between Free Europe and the United States, Austria lumber leaders have been visiting Southern lumber operations and the Southern Pine Association on a project sponsored by the Mutual Security Agency.

The six-week mission, which ended August 5, was designed to

help the five Austrian lumbermen improve lumber productivity and forest utilization in their country.

Information obtained by the visitors will be compiled into a permanent report for dissemination to the entire Austrian lumber industry. The Europeans expressed amazement at the "vastness of the American forests" and the speed with which the trees grow. Because of the high altitude in forest regions in Austria, approximately 100 years are needed for the growth of merchantable timber.

Racey Explains AWWI to Forest Researchers

Erle Racey, secretary-manager of the American Wood Window Institute, Dallas, Tex., reported on research and the future of the millwork industry to members of the Forest Products Research Society at their annual meeting in Milwaukee, Wis., recently.

One of the most popular sessions proved to be that on handling of lumber. James E. Stewart presented a paper on "Looking Ahead in the Packaging Handling of Lumber."

Packaging and handling of lumber and flooring at sawmills, furniture factories, and flooring plants was covered by Richard M. Conner.

Walton R. Smith told how complete a materials handling system could be in his talk, "Never Lift a Board."

Handling lumber in retail yards was covered by T. Merritt Ludwig. Lt. Commander Thomas J. Anketell, Jr., discussed how the Navy had solved handling problems.

Housing and construction were topics for another session. L. O. Anderson, Forest Products Laboratory, Madison, Wis., enumerated trends in house construction, pointing out the effects of social and economic factors. W. H. Kapple, of the University of Illinois' Small Homes Council, reported on the development of non-loadbearing partitions.

"Are Present Wall Constructions Structurally Sound?" was the question posed and answered by Edward W. Kuenzi, Forest Products Laboratory. The FPL's F. L. Brown and D. F. Laughnan covered factors that determine when a house should be painted.

J. T. Lendrum, director of the Small Homes Council, mentioned frame-wall construction costs.

Schools Spotlights at AIA Regional Show

Modern materials and designs for educational buildings will be exhibited at the first annual conference of the South Atlantic district of the American Institute of Architects. It will be held September 18-20 at the Biltmore Hotel in Atlanta under the auspices of the Georgia AIA chapter.

Architects from Tennessee and Alabama will be invited to attend the exhibition and conference along with AIA members from the South Atlantic district states of Florida, North Carolina, South Carolina, and Georgia. The theme will be "Schools in the Southeast."

The conference has been scheduled to coincide with the dedication of the new architecture school building at the Georgia Institute of Technology. Designed by Bush-Brown, Gailey, and Heffernan, Atlanta architects, this functional building will be dedicated at 10:30 a.m. Saturday, September 20, by Governor Herman Talmadge, Col. Blake Van Leer, president of Georgia Tech, and Glenn Stanton, president of the American Institute of Architects.

Among the speakers at seminars will be W. D. McClurkin, survey and field service director of the Georgia Peabody College for Teachers, Nashville, Tenn.; Walter D. Cocking, editorial board chairman for the American School Publishing Corp., New York City; Henry Wright, Los Angeles, Calif., architect; O'Neil Ford, San Antonio, Tex., architect, and Douglas Haskell, architectural editor of the *Architectural Forum*, New York City.

McClurkin will discuss the "Relationship between Educators and Architects." Cocking will explain "Trends in School Building." Wright will cover "School Class Rooms." Leading architects and educators from N. C., S. C., Fla., and Ga., will present "School Building Problems in the South Atlantic District."

Ford will detail "Lift Slab Construction Applied to Schools."

The South Atlantic AIA regional council will be organized Thursday morning under the leadership of Regional Director G. Thomas Harmon. Then the delegates will be welcomed at a luncheon meeting by Georgia's Governor Herman Talmadge and Atlanta's Mayor William B. Hartsfield. Herbert

Millkey, president of the Georgia AIA chapter, will preside.

National AIA President Stanton will address the Thursday luncheon. Editor Haskell will speak at the Friday luncheon. The featured speaker at the dinner Friday evening will be Carl Feiss, of Washington, D. C., chairman of the AIA committee on education and chief of planning and engineering for the Slum Clearance and Urban Redevelopment Division of the Housing and Home Finance Agency. His subject will be "Schools and Their Relationship to Urban Planning."

Award citations for the most meritorious exhibits of drawings, photographs, and models of educational buildings will be presented at the Friday dinner meeting.

Together with other manufacturers and distributors of materials, products, and methods applicable to school construction, members of the Producers Council will fill 60 booths in the comfortable new Exhibit Hall at the Biltmore Hotel from Thursday morning through Friday night. The exhibit will be open to the public Thursday evening from 5 to 12 o'clock.

The several hundred architects and their ladies will attend a luncheon and the football game at Georgia Tech between the Yellow Jackets and Citadel Saturday afternoon.

Headed by Julian H. Harris and Co-Chairman Samuel T. Hurst, the conference committee of the Georgia AIA chapter includes Charles B. Altman, Julian C. Jett, John W. Cherry, H. Griffith Edwards, Lee C. McClure, Herbert C. Millkey, Bernard B. Rothschild, Preston S. Stevens, and H. Eugene Williams. Mrs. Preston Stevens is chairman of the committee planning afternoon entertainment for the ladies.

Floor Nailing Studied

The Research Committee of the Maple Flooring Manufacturers Association met recently to consider the results of a research program completed in the Timber Engineering Company wood products laboratory, located in Washington, D. C. The program was concerned with the stability of maple flooring under a variety of conditions.

The principal result of this first year of research has been to emphasize the importance of proper nailing in providing a long period

Survey Shows Rise in Ky. Dealer Profits in 1951 Due to Gain in "Other Income"

DUE TO a slight increase in "other income," the 75 dealers participating in the 1951 "Cost of Doing Business Survey" of the Kentucky Retail Lumber Dealers Association showed a slight gain in "net profit before income taxes" over 1950.

The Kentucky dealers' average net profit before income taxes in 1951 was 7.1% in 1951, compared with 6.9% in '50; 5.8% in '49, and 7.8% in 1948. (A similar survey of Tennessee dealers showed a 4.9% net profit for '51; 5.5% in '50; 4.3% in '49, and 5.7% in 1948.)

The "cost of merchandise sold" and "total operating expenses" for the Kentucky dealers were the same for both 1951 and 1950 — 69.6% and 24.6% respectively. Because "other income" inched up from 6.9% in '50 to 7.1% last year, "net profit" was slightly greater.

Participating in the 1951 survey of the Kentucky association, which was conducted by Brown and Monroe, certified public accountants, were 17 dealers in Class "A" with sales under \$150,000 for the year; 14 in Class "B" with sales between \$150,000 and \$225,000; 13 in Class "C" with sales between \$225,000 and \$350,000; and 31 in Class "D" with sales over \$350,000.

The 75 dealers averaged 43.76% average mark-up on cost and average inventory turnover of 3.69 in '51. These averages compared with 43.63% and 4.00 in the 1950 survey. (The 1951 Tennessee survey showed average mark-up of 37.23% and average inventory turnover of 4.40.)

In his analysis of the Kentucky dealer survey for '51, Secretary

Don Campbell points out that "capital requirements for carrying on business have increased moderately over the prior year. The aggregate ending inventories of all reporting dealers increased only .08% over inventories at the beginning of the year. However, 69 dealers reported increases in accounts-receivable, which averaged 14.11% above outstanding receivables at the beginning of the year."

Comparing the 1951 Kentucky experience against total sales with that for 1950:

Cost of sales dropped from 69.62% to 69.56%.

Executive salaries dropped from 4.31% to 3.92%.

Depreciation, bad debts, interest, rent, repairs, and other costs inched up from 5.18% to 5.32%.

Labor and other salaries moved up slightly from 13.03% to 13.08%.

All taxes other than income taxes moved up from .95% to .96%.

Net profit before income taxes rose from 6.91% to 7.16%.

A four-year study of ratio of sales to average inventory in the Kentucky dealer surveys revealed these indexes — 5.3 in 1951; 5.8 in '50; 5.4 in '49, and 7.7 in '48.

The advertising expenditure of the reporting Kentucky dealers rose from .5% of total sales in '48 to .7% in both '49 and '50, and to .8% in 1951. (The Tennessee surveys show that dealers there have averaged .6% of total sales for advertising in three years.)

Model Shopping Center for Big Home Project

Hillsdale, one of the largest planned communities, will soon be served by a \$6,000,000 Macy's department store. In the suburbs of San Francisco, Calif., this is the largest of Macy's 15 branches of the corporation's six metropolitan stores.

Started in 1939, Hillsdale includes 700 patio-type Hillsdale Garden Apartments and over 500 homes, including a model of Blanding's Dream House, the 1950 Pace-Setter Houses of House Beautiful, and Better Homes and Gardens' 1951 Five Star Home.

Plans are now under way for a high school to serve this district. The Macy store is located in a 42-acre shopping center served by 75 shops.

Wood Engineering Subject of Symposium

"One Hundred Years of Engineering Progress with Wood" is the subject of a symposium to be held in Chicago as a part of the celebration of the 100th anniversary of the American Society of Civil Engineers September 3-13. The most outstanding meeting of its kind ever to be held, 55 national engineering societies, representing around 380,000 engineers, will join in the celebration.

Speakers scheduled for the two-day wood symposium, September 11-12, are all well-known experts in the wood engineering and utilization fields.

Open to engineers and non-engineers alike, this unusual and comprehensive symposium is being sponsored by the American Society for Testing Materials, the Structural Division of the American Society of Civil Engineers, and the Wood Industries Division of the American Society of Mechanical Engineers.

Credit Reference Book Revised for Speed

With the July, 1952, issue, a two-year task of face-lifting of the 93-year-old Dun and Bradstreet Reference Book is complete. The changes affecting three million listings for the United States and Canada were necessitated by the expanding economy of the nation during and since World War II.

The 4,000-page credit reference book has been completely restyled typographically and is now being set in a type face which provides greater legibility. Other new features include the replacement of the 30 previously used trade symbols with the United States Standard Industrial Classifications which define, more precisely, business line and function.

Each of the old trade symbols, which have been replaced by these S. I. C. numbers, covered many lines. Plastering, for instance, was indicated by a symbol which also had 17 other interpretations.

The new listings offer a thorough breakdown. Carpentering, for example, is designated by code number 1751; floor laying and other floor work, 1752. Excavating and foundation work, 1794; wrecking and demolition, in 1795.

PERSONNEL PARADE

UNITED STATES PLYWOOD CORP.: O. Harry Schrader, Jr., recently resigned as managing director of the Douglas Fir Plywood Association to assume an executive post with this plywood corporation in its Western Mill operations. He served the association 2½ years, after directing the State of Washington Forest Products Institute and teaching at the University of Washington. He holds a doctorate in forest products from Yale University.

JOHNS - MANVILLE SALES CORP.: Howard W. Allen, director of public relations, and C. W. Hite, director of plant industrial relations, have been made vice-presidents. Hite also was promoted to assistant to the vice-president for relationships.

UNITED STATES RADIATOR CORP.: A vice-president since 1945, Howard B. Steggall was elevated to senior vice-president recently. In his new capacity, he will direct sales, manufacturing and engineering, advertising, and industrial relations.

IDEAL BRASS WORKS, INC.: William H. March became sales manager June 1. He has had extensive experience as a contract hardware consultant with major builders hardware makers.

DUN AND BRADSTREET, INC.: A. F. Kenton is now regional service manager in the Atlanta, Ga., territory. He will direct the service activities of the mercantile agency, in addition to the reporting activities he assumed in 1946 for Georgia, Florida, South Carolina, Tennessee, and Alabama.

FEDERAL HOUSING ADMINISTRATION: Hugh Askew has been appointed assistant commissioner in charge of field operations, a key position involving direction of the administration's 137 field offices through the nation and Alaska, Hawaii, and Puerto Rico. Herbert C. Redman, whose position Askew filled, resigned to go into private business.

ORCHARD BROTHERS, INC.: Luis Midence was appointed to fill the newly-created position of di-



The C. Hager and Sons Hinge Manufacturing Co., St. Louis, Mo., has appointed Arthur H. Campbell as eastern sales manager, with headquarters in New York City. Among the states in his territory are Virginia, West Virginia, Delaware, Maryland, Washington, D. C., Georgia, Florida, and the Carolinas. He joined Hager in 1947 as an architectural representative.

rector of sales. After 13 years with duPont as a metallurgist and maintenance superintendent, he formed his own company to manufacture aluminum awnings and specialties. He later formed a corporation to distribute mill and building products for Reynolds Metals. He joined OBI in 1946.

DuPONT: Dr. Jesse W. Mason, dean of engineering at the Georgia Institute of Technology, Atlanta, has been granted a year's leave of absence for service with E. I. duPont de Nemours and Co., Wilmington, Del. He will participate in the Educator in Industry program, beginning September 1, which was recently started to improve college-industry understanding.

TIMBER ENGINEERING CO.: A mechanical engineer and forester of Auburn, N. Y., Robert J. Hoyle, Jr., has joined the research staff of this affiliate of the National Lumber Manufacturers Association. He received his M. S. degree in forestry from New York State College last June and served as a captain in the Air Corps.

VERMICULITE INSTITUTE: L. A. Barron, who has served the institute as engineer for three years, now manages the new

All Around the Town
it's Flintkote
STRI-COLOR...
...Gray, Green and Brown

...the beautiful new siding with embossed striated surface
texture and Flintkote DURA-SHIELD* protection!

Home owners everywhere have greeted Flintkote's new STRI-COLOR* Asbestos-Cement Siding with open arms...and open check books!

Builders, applicators and building material dealers say that STRI-COLOR is the most exciting siding news in a decade!

And no wonder! Flintkote STRI-COLOR's smart embossed striated surface... its handsome brown, gray or green colors... gives a new kind of home beauty. And Flintkote's new DURA-SHIELD finish gives these sidings a highly-effective new kind of protection from weather and stain!

Alone... or in combination with other materials, such as stone, stucco, brick, etc., these sidings create unusually lovely effects.

The demand for STRI-COLOR SIDINGS is tremendous! They're on their way to outselling ANY Asbestos-Cement Siding... both for new construction and for re-siding applications.

Better re-order today!

THE FLINTKOTE COMPANY, Building Materials Division, 30 Rockefeller Plaza, New York 20, N. Y.

* A trademark of The Flintkote Company

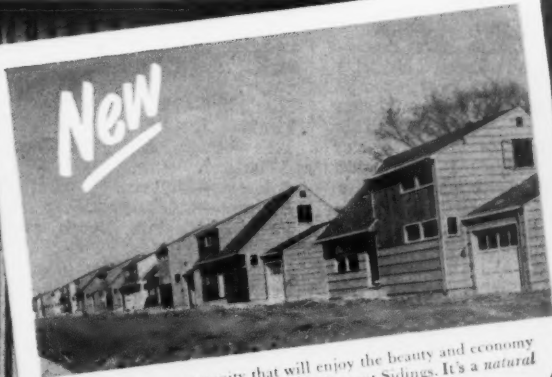


FLINTKOTE

the extra years of service cost no more!



An old house with a new dress of beautiful Flintkote STRI-COLOR Sidings... representing a big, profitable market for you.



A whole new community that will enjoy the beauty and economy of Flintkote STRI-COLOR Asbestos-Cement Sidings. It's a natural large-volume market for STRI-COLOR.

Technical Service Department. He will handle liaison work between the vermiculite industry and allied fields and government agencies. His former duties have been assumed by *James Spence*, a graduate of Illinois Institute of Technology.

E. F. HAUSERMAN CO.: Charles J. Nocar has been appointed assistant to President Fred M. Hauserman, of this movable partition firm. He has directed research and development since 1945. He is president of the Acoustical Materials Association and a member of the joint technical committee of the American Institute of Architects and the Producers Council.

PITTSBURGH PLATE GLASS CO.: Two new vice-presidents recently were named amid executive personnel changes. Wallace R. Harper heads plate-glass sales, and David G. Hill is in charge of glass manufacturing. Donald C. Burnham, who has been vice-president in charge of glass sales and the merchandising division, will devote full time to the expanding merchandising division. William A. Gordon succeeded Harper as manager of plate-glass sales. Paul A. Ketchum now holds Gordon's former position as manager of trade sales. Thomas G. Wright holds the new position of superintendent of fabricating. Robinson F. Barker was named assistant to the president.

U. S. CHAMBER OF COMMERCE: Corydon Wagner, chairman of the board of the National Lumber Manufacturers Association, has been named representative of the Natural Resources Department on the C. of C. board. He fills the vacancy left by the death of Harry T. Kendall, Weyerhaeuser Sales Co. Wagner also is a past-president of NLMA, the West Coast Lumbermen's Association, and the American Forest Products Industries. He is vice-president and treasurer of the St. Paul and Tacoma Lumber Co., Tacoma, Wash.

THE UPSON CO.: James J. Upson, administrative vice-president and secretary for the last two years, is now executive vice-president and secretary of this fiber panel manufacturing firm. Roger L. Slattery was elected vice-president in charge of industrial sales at a recent board meeting. Irving E. Holls and Richard A. Butcher are now assistant vice-presidents.



H. W. Van Natta, above, has been appointed supervisor of all 10 sales warehouses of the Harbor Plywood Corporation, according to President Martin Degge. Van Natta has been with this wood products firm and its predecessors for 23 years. For the last three years he supervised Harbor sales outlets in Florida and Georgia. For 13 years before that he was manager of Harbor's branch warehouse in Atlanta, where he will continue to reside.

SARGENT & CO.: Roy G. Salaman, director of advertising and sales promotion, has been promoted to merchandising director. He has been succeeded in his former position by Theodore Orban, formerly advertising director.

Forestry Advisory Body Named in Alabama

W. A. Belcher, Birmingham lumberman, heads the newly-formed Alabama Forest Industries Advisory Committee which works very closely with the Alabama Forest Products Association. This advisory group of 20 men is one of several organized to provide "tree roots" advice and assistance to American Forest Products Industries in its national forest fire prevention and tree growing programs.

Members of the Alabama advisory committee are Richard Arthur, Fayette; Brady Belcher, Centerville; A. B. Carroll, Hurtsboro; E. B. Chancey, Union Springs; S. C. Cursey, Selma; J. J. Gamble, Sheffield; J. H. Graham,

Maplesville; E. E. Hale, Montgomery; W. D. Harrigan, Fulton; Hugh Kaul, Birmingham; Norman M. McInnis, Jr., Stockton; R. Vance Miles, Jr., Tuscaloosa; David B. Miller, Century, Fla.; Frank E. Moore, Birmingham; W. T. Neal, Jr., Brewton; J. H. Pirkle, Heflin; Earl Porter, Mobile; Bart Rainey, Greenville; and M. W. Smith, Jr., Jackson.

Flooring Ads Offered

The National Oak Flooring Manufacturers' Association has prepared a free newspaper advertising mat service as part of its program to help lumber dealers capitalize on the strong demand for oak flooring.

Dealers are invited to utilize as a sales aid the new edition of a 32-page consumer booklet, "Oak Floors for Your Home."

Mats and booklets can be obtained on request from the association headquarters, 814 Sterick Building, Memphis.

The mat service consists of five ads, one of three columns, two of two columns and two of one column.

21 More Cities Adopt Southern Building Code

Twenty-one more cities have joined the Southern Building Code Congress and adopted the Southern Standard Building Code, reports Director M. L. Clement from Birmingham headquarters.

In addition, 48 other cities have adopted the latest (1950) issue of the code, to bring their local codes up with that of SBCC.

The newcomers to the Southern code ranks by states are:

South Carolina—Greenville, Hartsville, Spartanburg, Gaffney, Camden, Anderson, Sumter, and Conway.

Mississippi—Meridian.

Florida—Bartow.

Texas—Cuero, Arlington, Waco, and Garland.

Arkansas—Malvern.

Alabama—Chickashaw.

Virginia—Virginia Beach and Front Royal.

Louisiana—Alexandria.

Tennessee—Kingsport.

North Carolina—Lumberton.

The 1952 research meeting of the Southern Building Code Congress will be held at the Hotel Poinsett in Greenville, S. C., November 16-19.

One Size

**is enough
in suspenders...**



- but there's no "stretch" in cement !

Tall, short, thin or stout . . . the same pair of suspenders usually will stretch to fit any man. Unfortunately, that's *not* true of air entraining cement—so, in order to get the benefits of *proper* air entrainment, the concrete that you mix must often be "tailor-made!"

That's because the amount of air actually entrained in concrete is influenced by the other materials in the mix—as well as the air entraining capacity of the cement. Differences in the local aggregate, its gradation, and even the temperature can result in important variations in the amount of air entrained. And because air entraining cement is standardized under rigid Federal and ASTM specifications . . . it just won't "stretch" to fit *all* situations.

There is, however, a simple and effective way to

avoid this trouble—use regular portland cement and add the *required* amount of any well known air entraining agent at the mixer. That way you'll be sure of concrete that "fits."

Always remember, use air entraining cement only when you *know* local materials and conditions will assure a "fit." And remember, too—portland or air entraining cement . . . there's none better than Marquette.

★ ★ ★

If you have any problems or questions on the use and mixing of air-entrained concrete, the Marquette Service Engineer will be glad to help and advise you—contact any Marquette office.



Marquette Cement

MANUFACTURING COMPANY

SALES OFFICES: Chicago • St. Louis • Memphis • Jackson, Miss. • **PLANTS:** Oglesby, Ill.
Des Moines, Ia. • Cape Girardeau, Mo. • Nashville, Tenn. • Cowan, Tenn. • Brandon, Miss.

PORTLAND • HIGH EARLY STRENGTH • AIR ENTRAINING • MASONRY

Southern Coal Retailers Seek New Markets

Prospective markets were one of the chief topics of discussion by members of the Southeastern Retail Coal Association at their 10th annual convention, held at the Ansley Hotel in Atlanta, Ga.

Rufus L. Adair, Jr., told about coal stokers for chicken brooders in north Georgia as a new market possibility.

Joseph E. Cooke, Appalachian Coals, Inc., Cincinnati, Ohio, told dealers ways in which budgeting a customer's coal payments can prove more popular.

Executive Vice-President John D. Battle, of the National Coal Association, Washington, D. C., discussed "Legislation, Taxation, and Public Affairs."

"Powering America's Progress," a color motion picture sponsored by the Bituminous Coal Institute, was shown.

William M. Vasey, Knoxville, Tenn., was elected president. A. Jack Allison, Birmingham, Ala., is first vice-president; C. B. Romberg, Gainesville, Ga., second vice-president, and A. C. Spinks, Atlanta, Ga., treasurer. Charles M. Farrar remains executive vice-president.



THE ATOMIC ENERGY Commission chairman, Gordon Dean, has added his voice to those casting doubts on the likelihood of atomic power competing with coal in the near future. He said, "atomic energy will tend to supplement, rather than supplant, our traditional sources of fuel supply, for at least as long as the traditional fuels are available at relatively low cost."

A RUBBER CONVEYOR BELT—which looks like a rambling roller coaster at first glance—now carries coal 2½ miles over, around, and under rugged mountains in the Kanawha River Valley in West Virginia.

CONGRESSMAN TOM PICKETT from Texas has been named executive vice-president of the National Coal Association. At a meeting in Washington on June 17, the board of directors also elected L. C. Campbell, Pittsburgh, as association president. Pickett succeeds John D. Battle, who will remain active in the group's affairs as counselor.



DO YOU KNOW

*This friend
of dealers?*

CHESTER C. KELSEY learned the lumber industry almost literally "from the ground up." After graduating from the University of California, he took a job as a laborer in a sawmill in Oregon.

Leaving his native Pacific Northwest in the late twenties he traveled to another extreme corner of the country and became a wholesale lumber salesman in Connecticut. After that Kelsey managed the A. C. Dutton Lumber Corporation's water distribution yard in New Haven.

During World War II, his leadership ability brought him constant invitations to speak at New Haven war bond rallies, Community Chest drives, and other civic functions. He directed the New Haven War Council and was on the Board of Education.

In business, this same leadership and increasing knowledge of industry problems won him the presidency of the Connecticut Salesmen's Association and the Northeastern Salesmen's Conference.

When the National Association of Wholesalers was organized in 1946, the directors started a search for a man with practical experi-

ence in distribution, administrative ability, and organizational experience.

Kelsey filled that bill "to a T."

He served as executive vice-president of that association until 1947, when he was offered the managership of the Asbestos-Cement Products Association—a position that brought him much closer to his first love, the building materials field.

In this capacity, "Chet" Kelsey has become a real friend to many retail lumber dealers, through the countless speeches he has made at retail association conventions and through his association's services.

New House Plan Book for Brick Homes

The Structural Clay Products Institute has published a new plan book of 45 brick homes for use by building supply dealers and builders. It represents a cross-section of architectural styling.

The designs feature cavity-wall construction for greater weather resistance. Although planned for modular materials, they can be built as well of materials of other dimensions.

Ideas for walks, terraces, barbecue grills, and exposed brick walls are pictured.

House plans are \$15 a set; \$5 for duplicates. Garage plans are \$2.50.

Homes have been built by all plans shown and are pictured in the plan book. The book is offered for 50 cents on newsstands or from the Structural Clay Products Institute, 1520 18th Street, N. W., Washington 6, D. C.

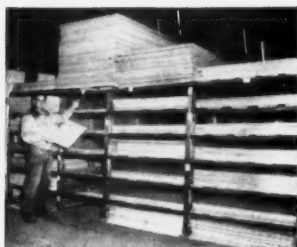
Texans Explore Group Financing of Homes

President Warren F. Keys of the Lumbermen's Association of Texas has appointed six members to a Small Home Finance Committee. This is a new committee established by the directors to contact insurance and trust companies to explore the possibility of statewide group financing of blocks of small home mortgages produced by association members.

Serving on the committee are Ralph Campbell, Fort Worth, chairman; Lynn Boyd, Pampa; Horace Cox, San Antonio; D. G. McNair, Houston; W. B. Oldham, Dallas, and Harvy Richards, New Braunfels.



Dealer Moves Storage Bins, Hikes Plywood Sales 40%



A year ago Owner-Manager J. E. Young of Stewart Lumber and Hardware Co., Seattle, Wash., moved his plywood storage bins from the upper level of a little used shed to a spot near the driveway clearly visible to all customers.

"That's all it took," says Young, "to jump our plywood sales about 40 per cent—and that's a conservative estimate. The new bin location makes them easier to fill and even easier to load trucks to fill orders."

Young says that customers usually stop at the bins, look over price and grade tags and often pick up a couple of panels. "Everybody," he says, "has a use for plywood, providing you remind him of it by putting it out where he can see it."

FHA Accepts $\frac{3}{8}$ " Plywood Over Rafters 24" O.C.

On the basis of recent tests and experience data, Federal Housing Administration now accepts plywood $\frac{3}{8}$ " thick as roof decking over rafters spaced 24" on centers, according to a letter from Curt Mack, assistant commissioner of the FHA underwriting office, to Douglas Fir Plywood Association. A revision of FHA Minimum Property Requirements is planned; meanwhile, FHA at Washington (Underwriting Office) will advise any insuring office upon inquiry that $\frac{3}{8}$ " plywood over rafters 24" on centers will be accepted. Plywood roof deck thicknesses now accepted by FHA are shown below in tabular form.

Roofing Material	Max. Rafter Spacing	Min. Plywood Thickness
Wood, Asphalt Shingles	16"	$5/16$ "
	24"	$3/8$ "
	24"	$1/2$ "
Slate, Tile, Asbestos-Cement	16"	$1/2$ "
	20"	$1/2$ "
	24"	$3/8$ "
Flat Roofs	16"	$3/8$ "
	24"	$1/2$ "

*Under wood shingles: If plywood is less than $1/2$ " thick, apply 1" x 2" nailing strips.



Are You Getting Your Share Of These Easy "Impulse" Sales?

TALK ABOUT EASY SELLING! You get it with new small-size plywood HANDY PANELS and this customer-stopping self-service display rack. And no wonder! *Everyone* wants easy-to-use, easy-to-carry HANDY PANELS—basement builders, home-craftsmen, school shops, local stores.

Place HANDY PANELS in your display room to cash-in on impulse buying . . . or move them outside to catch sidewalk traffic. This new display rack makes small space work overtime—holds over 800 feet of plywood, yet takes only 10 square feet of floor space. Colorful, factory-applied labels identify HANDY PANELS by type and grade, have room for you to write in your per-panel selling price. Customers choose the panels they want . . . pay your cashier . . . carry them home. It's that easy! Your customer serves himself . . . sells himself. Call your regular plywood supplier for details.

Douglas Fir Plywood

handy panels

EASY TO USE, EASY TO CARRY, EASY TO SELL



Handy panels are top-quality fir plywood, produced in strict accord with Commercial Standard CS45-48. Made in both Exterior (EXT-DFFA) and Interior-type. Panel sizes: 2' x 4' and smaller. Handy panels selling aids include window banners, plans, folders, ad mats. See your plywood supplier or write Douglas Fir Plywood Assn., Tacoma 2, Wash.

SUPPLY & DEMAND

DISCOUNTING \$980 million in Atomic Energy Commission project awards let in the first half of '51, construction contracts awarded in the 37 states east of the Rockies during the first half of this year were only 1% less than for six months last year.

Construction contracts for June totaled \$1,429 million, which was 5% less than May but 6% more than in June '51. Residential contracts were off 23% from May, but were up 7% from June last year.

Housing starts during June totaled 106,000—about 1,000 less than in May but 26,500 below a year before. If July and August starts combine with this June record to give a seasonally adjusted rate of less than 1,200,000 a year, credit curbs under Realty Regulation X should be relaxed October 1.

THE SLOWDOWN in the lumber market is indicated in the National Lumber Trade Barometer for the week ended July 19. Production was 3.3% below 1951, and new orders were 9% off. For the week, shipments were 3.5% under output and orders were down 3.2%.

Compared with the corresponding average week for 1935-39, however, production was 58.2% greater; shipments, 60.8% greater, and new orders were up 56.5%.

The Southern Pine barometer told a more progressive story. Shipments were 0.4%, and new orders were 0.85%, above production—as orders on hand increased 0.17%. Mill stocks generally are plentiful—except for certain long lengths and high grades.

THE CAUTION of retailers against inventory speculation is reflected in the NRLDA survey of retail lumber stocks and sales. At May's end, stocks were down 8.0% from May '51 levels, and 12.6% less than at the start of '41.

Retail sales were better—up 2.1% from April and 1.4% from May '51. For the nation, wholesale sales of lumber and building materials for five months were off 14%, while retail sales were down just 4%.

WHOLESALE PRICES at the same time continued to slide slightly. The wholesale price index for lumber and wood products was

0.7% lower in June than the month before, and 3.8% under the June '51 level.

The price index for non-metallic structural minerals—including glass, concrete, structural clay, gypsum, asphalt, and asbestos materials—rose 0.8% in June over May, and was 8.0% higher than in June '50.

SHIPMENT of lumber products became somewhat simpler on July 16 when the ICC set aside the loading requirements that had been in effect for such materials.

NPA Regulation 1—the basic inventory regulation—was revised July 23 to delete cast-iron pressure pipe and fittings, aluminum foil powder, and several forest products. The only forest products remaining in the scarce (inventory controlled) list are Port Orford cedar, cypress, thick clear Douglas fir, upper-grade longleaf Southern pine, teak, and ironbark lumber; all grades of 1/2-inch exterior softwood plywood, and all AA grade interior and exterior in all thicknesses.

RANDOM LENGTHS:

An increased amount of **commercial construction**—particularly office buildings—is forecast by George W. Warnecke, head of a national mortgage investment firm. The upsurge in office construction in Atlanta, Kansas City, New Orleans, St. Louis was noted by the investor.

Further extension of the **farm storage facility loan** program to July 1, 1953, has been announced by the Commodity Credit Corporation. Loans are available up to 80% of construction at an interest rate of 4% a year and payable in four annual installments.

Allied Building Credits, Inc., has assured its clients that if and when the Federal Housing Administration ceases to provide **FHA Title I** insurance for property improvement term-pay loans, ABC will still supply similar financing.

The increased popularity of **pre-stained cedar shakes** for double-coursed sidewalls is pointed up by the Stained Shingle and Shake Association. In 1947 only 2% of the new homes were walled with pre-stained shakes, whereas in 1951 about 10% of the new houses were so finished.



"Kinda green, ain't it?"

Double Plywood Sales Is Manufacturers' Aim

"With a product like plywood, the industry could double its output in five to 10 years through salesmanship alone," Jack Lacy told nearly 300 members of the Douglas Fir Plywood Association at a recent meeting in Gearhart, Ore. Lacy is a "million-dollar salesman" whose lectures and sales clinics have drawn over 200,000 salesmen to his door.

Purpose of the meeting was chartering a \$1,500,000 plywood promotion.

In keeping with the "Sales Pace Production" theme of the meeting, then Managing Director O. Harry Schrader, Jr., described results of the industry's current "Room-for-Improvement" consumer remodeling contest and promotion of small plywood sizes called Handy Panels. "The room improvement program brought 25,000 requests for plywood literature and entry blanks during the first month," he said, "and orders were received for 2,500 Handy Panel racks."

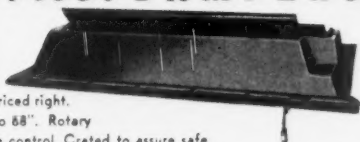
In his state-of-the-industry message, President B. V. Hancock, Portland, Ore., said that sales so far were 10 per cent higher than last year. The industry has 85 plants.

Hancock was re-elected for a second term. Also re-elected were Eberly Thompson, Portland, vice-president; Charles M. Duecy, Coos Bay, Ore., secretary; H. P. Simpson, Tacoma, Wash., treasurer.

ORDER NOW!
IMMEDIATE SHIPMENT

Peerless FIREPLACE DAMPERS

**CAST
IRON**



Built right—priced right.
All sizes 24" to 68". Rotary
poker or chain control. Crated to assure safe
shipment, storage and ultimate delivery to your customer.



**ALL
STEEL**

The nation's
best Steel Damper—best
design—most rigid construction sizes 30-42"
... low cost. All dampers finished in red oxide.

Write for free catalog also containing details on "How to plan
a successful fire place."

Smart dealers are selling distinctive Peerless Fireplace Fixtures
... add them to your display ... boost sales and profits.

Write for complete catalog and prices today.

PEERLESS MANUFACTURING CORP., LOUISVILLE 10, KY.

Build Profits By Promoting Home Sanitation

Majestic UNDERGROUND GARBAGE RECEIVER

Buries The Garbage Can Problem!

Does away with that unusable,
pest-attracting corner of the
yard. With a Majestic Under-
ground Garbage Receiver, odors
are locked in, pests are locked
out—refuse is stored below
ground level where it won't
freeze, won't ferment. Your cus-
tomers will like the convenience
of an Underground Garbage Re-
ceiver—the toe-tip lid lift, the
easy can removal, the way it can
be placed near the kitchen door,
saving thousands of steps while
keeping the yard neat and sani-
tary. Outer shell is guaranteed
for 10 years. Inner shell lasts
four to five times as long as
ordinary cans.

Write for name of your distributor!

The Majestic Co., Inc.
414D Erie St., Huntington, Ind.



the Engineered LINE

ALUMI-TRIM
EXTRUDED Aluminum MOLDINGS

Designed to match and engineered for
the job ALUMI-TRIM's mated moldings
introduce to Southern Industry a new
and dependable source of distinctive
decorative shapes and edges. Located
in the heart of the South, overnight
shipments from ALUMI-TRIM's large
stocks of cataloged items serve South-
ern Industry in a matter of hours.

ALUMI-TRIM is Protected from factory
to installation from scratches, cuts and
abrasions by the exclusive Plastalume
finish. This "protective" finish gives
long life to the lustrous beauty of the
molding and prevents "rubbing off"
black. Without obligation to you let
us tell you what ALUMI-TRIM finished
Aluminum extrusions can do for you—
Fill out and mail the coupon below.

3 Outstanding Finishes

VIVALUME • VELVALUME • LUSTERLUME

ALUMI-TRIM, INC.

ALUMI-TRIM, INC.

ROME, GEORGIA

Gentlemen: Without obligation, please send me complete
information on ALUMI-TRIM's line of protected Aluminum
extrusions.

NAME _____ POSITION _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

ASSOCIATION ACTIVITIES



KANSAS ASSOCIATION LEADERS

"Rules of Thumb" for Management

"Executive Management" is the subject of the seventh section of the "Dealer Operating Guide," which is being published by the National Retail Lumber Dealers Association. The first two chapters of this section are being distributed by the state and regional dealer associations.

The purpose of this new section, intended primarily for owners and managers of retail lumber yards, as stated in Chapter I, is "to set forth the basic principles of good management which successful dealers consider important."

Chapter II on "Rules-of-Thumb" presents a number of ready-reference business axioms which a good many dealers have found useful in conducting their businesses, together with standard definitions of everyday business terms. The rules are divided into groups applying to financial ratios, inventories, customer credits and collections, budgeting, pricing, mark-downs, credit standing, contractor sales, merchandising, and general management. Most of them will be developed fully in other succeeding chapters of the "Executive Management" section.

Seventeen dealers assisted in gathering and reviewing the rules of thumb. In addition, the financial ratios were reviewed by American Bankers Association members.

The NRLDA members who con-

Current officers and directors of the Kansas Lumbermen's Association are seen above at their convention in Salina. From left, the men are Nick Wasinger, Hays; President Dean Newberry, Norton; First Vice-President Frank Carlson, Lindsborg; Past-President Floyd Nichols, Beloit; Dwayne Larson, Salina; Tom Griffith, Manhattan, and M. L. Doner, Salina, secretary. Henry O'Bryan, of Clay Center, is second vice-president.

Virginia Dates Set

The 27th annual convention of the Virginia Building Material Association will be held at the Hotel Roanoke in Roanoke, February 18-20, the directors of the organization voted at their semi-annual meeting in Richmond recently.

Dealers, exhibitors, and others are urged to make their reservations for rooms immediately to the hotel. In announcing the decision to return to Hotel Roanoke for a second straight year, Secretary Harris Mitchell announced that "the exhibit facilities are the best in the state and our members en-

joyed their convention there so much last February."

Heads N. O. Lumbermen

The Lumbermen's Club of New Orleans chose Saul Singer as president to succeed Mrs. Nina Meredith at a June 26 meeting.

Other new officers are Charles R. McKee, vice-president; Allen T. Bremermann, secretary, and Samuel Cohen, treasurer.

Directors are Norbert R. Markel, Joe L. Gueydan, U. J. Hecker, B. G. Kellett, R. Nelson Templeman, Elmo D. Wood, W. H. Moynan, J. A. Moroney, and Ben L. Johnston.

tributed to the chapter include J. R. Armstrong, Amarillo, Tex.; William C. Bell, Seattle, Wash.; Oertell Collins, Savannah, Ga.; Arthur Clifford, Bridgeport, Conn.; John W. Dain, Mahopac, N. Y.; Clyde A. Fulton, Charlotte, Mich.; C. W. Gamble, Boise, Idaho; Henry Hess, Pine Island, Minn.; W. J. Howard, Missoula, Mont.; A. J. Huddleston, Oswego, Ore.; Norman P. Mason, North Chelmsford, Mass.; Frank H. Morin, Fulton, N. Y.; Raymond Morris, Mitchell,

Ind.; Russell W. Nowels, Rochester, Mich.; Elias W. Nuttle, Denton, Md.; W. B. Oldham, Dallas, Tex.; and Donald Sterner, Belmar, N. J.

Among the subjects to be covered in Section VII in the coming months will be pricing, advertising, and credit and collection.

Sections I, II, and IV—the general Introduction, the Picture Brochure, and "Selling Building Materials Successfully"—have already been distributed to NRLDA members.

Carolina Association to Meet in Asheville

The 1953 convention and building materials exposition of the Carolina Lumber and Building Supply Association will be held at the city auditorium in Asheville, N. C., where it was last held in 1951, the group's directors decided at a meeting in Asheville on July 19. The dates will be set later.

The board meeting was held following a district meeting of dealer members in western North Carolina. President W. F. Scarborough, of Lumberton, presided.

A new life and health insurance plan for the employees of members was approved. Secretary E. M. Garner discussed new association services.

J. H. Else, national affairs counselor for the National Retail Lumber Dealers Association in Washington, D. C., explained recent legislation that affects lumber and building material dealers.

Elect Valley Leaders

Jeff Rivers, Raymondville, Tex., was chosen president of the recently-reorganized Valley Lum-

bermen's Association. Quincy Farris, Mercedes, was elected vice-president, and Horace W. Stansell, McAllen, is secretary-treasurer.

Directors include Mike Hughes, Brownsville; Howard Gilbert, San Benito; Wayne D. McCluskey, Edinburg; H. S. Anderson, Mission; Herbert Pike, Weslaco; George Beck, Harlingen, and Marvin Kautsch, Alamo.

New El Paso Officers

Members of the El Paso County Lumbermen's Association recently elected Jim Ryan to succeed Leo Hines as president.

New vice-president is V. G. Rogers; secretary, Doc Jones; treasurer, Al Howrey.

Ozarks Meet in November

Members of the Ozarks Lumbermen's Association will hold their 1952 meeting in Springfield, Mo., November 6.

This organization serves southwest Missouri, northwest Arkansas, part of southeast Kansas, and northeast Oklahoma.

Association Services Listed in New Brochure

As a reminder to its members of the many services they receive in exchange for annual dues, the Southwestern Lumbermen's Association has published an attractive brochure on its activities.

Among the services it lists are: periodic bulletins that keep dealers up-to-date on legislation and industry trends; annual conventions; dealer directory and buyers' guide; free freight traffic audit; an economical service for collecting back accounts; district meetings; home plan service; educational services for personnel; group insurance; legal help; surveys of industry factors; membership in the National Retail Lumber Dealers' Association with its help in fighting for legislation favorable to retailers, and a general clearing house for helpful information.

This brochure also includes a map of the United States divided into territories served by NRLDA member associations.

A copy is available from Secretary-Manager Allan T. Flint, 513 R. A. Long Building, Kansas City 6, Mo.

National Lumber Women's Group Holds Biennial Convention

THE FIRST biennial convention of the National Association of Lumber Women—held June 20-22 in its birthplace, Wichita, Kan.—was another proof of the growing acceptance and importance of this feminine counterpart of lumber dealers' organizations.

Thirty-seven of its 100 members attended from the three chapters in Wichita, Tulsa, and Oklahoma City.

All members are actively employed by lumber firms. A round-table discussion of ways to increase their value to employers was a highlight of this convention.

On Saturday evening, the entertainment was a formal dance. Managers, employees, and their wives of the Amsden Lumber Company yards were guests of the women's group.

Just as visiting wives have a

luncheon at dealer conventions, husbands of the lumber women were entertained at Sunday noon by Floyd and Henry Amsden.

The National Association of Lumber Women has prepared a folder explaining its organization and invites inquiries from other lumber firm employees. Write Miss Margaret Walling, executive secretary, P. O. Box 1380, Wichita, Kan.

New officers of the National Association of Lumber Women are seen here grouped around their organization's symbol. This tree 'grows' with new limbs as each officer is installed. From left, they are Miss Margaret Walling, installing officer; Mrs. Lois Fleischauer, treasurer; Miss Juanita Majors, secretary; Mrs. Bernice Huggins, president; Mrs. Nell Cochran, first vice-president, and Miss Carmen Listen, second vice-president.





RASM-CAOGA Means Association Action!

RASM-CAOGA is the intriguing abbreviation for the Roofing and Sheet Metal Contractors Association of Georgia—one of the growingest and liveliest trade organizations in the South!

Reports by officials (pictured above and listed at right) made at the third annual convention of the association at the General Oglethorpe Hotel near Savannah in June showed that:

The membership had increased from 43 to 58 firms in one year.

Attendance at the third convention was 50 per cent greater than for the second, also held in Savannah.

Thirty-seven supplier firms contributed to the convention entertainment fund and as "Look Kindly" supporters of *The Roofing and Sheet Metal News*, official organ of RASM-CAOGA.

The Roofing and Sheet Metal Contractors Association of Georgia was organized in Macon in March '52 and incorporated in September '52 as a non-profit organization to promote the welfare of built-up roofing, re-roofing, sheet metal, insulation, and siding contract work in Georgia. Macon's Kinloch F. Dunlap, Jr., was the founding president of the group of 30 contractors, who held their first convention in Augusta.

Augusta's B. L. Noblitt has been secretary-treasurer of RASM-CAOGA for two years. In this capacity Noblitt, who is manager of the Southern Roofing and Insulating Co. in Augusta, promptly gets out reports and announcements of all board, membership, and convention meetings, and edits the official organ. The circu-

Members of the board of governors of the Roofing and Sheet Metal Contractors Association of Georgia are seen in above in session during the organization's recent annual convention in Savannah. From left to right, the men are I. C. Mock, Augusta; C. W. Bryan, Jr., Macon; I. Marvin Kelly, Jr., Augusta; Lenice L. Marshall, Rome; Secretary-Treasurer B. L. Noblitt, Augusta; President W. M. Jones, Sr., Augusta; Past-President K. F. Dunlap, Jr., Macon; C. G. Pacetti, Savannah; Laney D. Herndon, Columbus, and James H. Welch, Valdosta. Other board members include A. R. Bush, Albany; L. H. Bailey, Jr., Athens; J. D. Knox and Wendell Townsend, Atlanta, and W. G. Clark, Jr., Savannah.

lation has grown to 1,500 copies monthly.

At this body's annual business meeting last November, a code of ethics was adopted that since has attracted national attention and commendation from such industry factors as *American Roofer* magazine, *Suips* magazine, *The Industrial Index* of Georgia, and U. S. Department of Labor.

This code of ethics follows:

"As a member of the Roofing and Sheet Metal Contractors Association of Georgia, this firm subscribes and endorses the following cardinal principles:

"1. TO THE GENERAL PUBLIC:

"A. To maintain high standards of quality workmanship, together with the most practical types of good and graded materials of standard quality in the fabrication of all contract work, and to promptly correct any defective work as it may be applied during the course of the job.

"B. To charge fair and just prices commensurate with the work executed on all contracts.

"C. To conduct business in a manner as to reflect credit and confidence by the public for our industry.

"D. To exercise a high degree of care in the execution of all work so as to do no ordinary preventable injury to properties or persons.

"E. To be alert at all times to protect and defend the general public from fraudulent and unethical practices which may at any time invade this industry.

"2. TO FELLOW ASSOCIATION MEMBERS:

"A. To abstain from proselyting employees of another fellow member

of this association, by refusing employment discussion with a known employee of a fellow member, unless a letter of release is received from the present employer.

"B. To justly extend every endeavor and reasonable sacrifice in furthering the fraternal, social, and benevolent benefits accruing from a cordial fellowship among other association members.

"3. TO THE ASSOCIATION:

"A. To attend all regular and called meetings of the association when possible, and cooperate in the furtherance of improving all conditions in our industry.

"B. To do all possible within a member's power and scope of operation in furthering the welfare of Georgia industries of roofing, built-up roofing, re-roofing, sheet metal, siding, and insulation work.

"C. To afford and extend full faith and credit to all conscientious efforts manifested in the name of this association."

The National Roofing Contractors Association has been represented at all of RASM-CAOGA's meetings. Executive Secretary Carroll Figge spoke at the June convention, and the national president was at the November business meeting. Editors and publishers of the trade publications take part on the programs, along with key officials of roofing and siding manufacturers.

"At the June convention, the governing board voted to hold a joint meeting soon with the boards of the neighboring associations in Florida and the Carolinas. The Georgia association is setting up a

department to accommodate contractors engaged more exclusively in warm-air heating and air-conditioning.

Round-table discussions of business conditions are featured at all RASM-CAOGA meetings. The association prints and sells to its members approved business forms for "proposals," "sales agreements," "built-up guarantees," "shingle guarantees," and "complaint reports."

"Ready Hung" Doors Get Big Denver Introduction

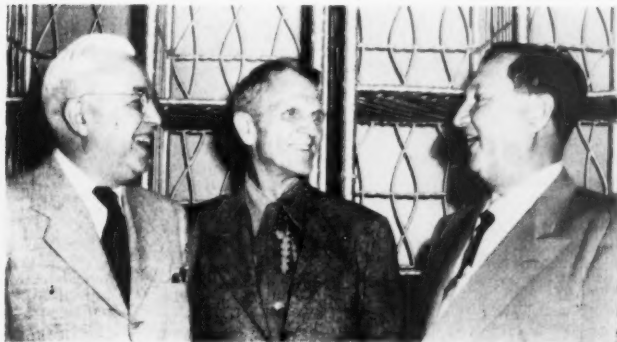
A super sales promotion campaign, which started in the Denver area on July 5 for "Ready Hung" doors, was climaxed with the attendance of nearly 1,200 lumber dealers, builders, and architects at a barbecue picnic on the grounds of the local fabricators, Lumber Dealers, Inc., in the Colorado metropolis on July 24.

The huge crowd witnessed the installation of a "Ready Hung" unit in less than 20 minutes by a beautiful, inexperienced girl. Favors and cash prizes were given away.

A professional stage director and master of ceremonies put some 200 people through their entertainment paces for fun and laughs.

Lumber Dealers, Inc., is the

ninth licensee to fabricate the door and frame packaged unit that is the patented design of the Ready Hung Door Corporation in Fort Worth, Tex.



FAR FROM "EXHAUSTED" LUMBERMEN

Three past-presidents of the Southeastern Lumbermen's Club are seen above enjoying themselves at the annual meeting in Macon last winter. Wherever the organization holds its quarterly meeting—in Augusta, Atlanta, Savannah, or elsewhere—these men are usually present to join in the fellowship and discussions of market conditions and problems. From left these far-from "exhausted roosters" are John L. Shippen, Camp Hill, Ala., 1930; Blucher Blair, Quincy, Fla., 1934; and Hobart Manley, Savannah, 1935. The Southeastern Lumbermen's Club enjoyed a summer outing—especially golf—at the Oglethorpe Hotel near Savannah, July 26-28.

Strictly WHOLESALE



FISCHER'S NEW LITTLE ROCK BRANCH

From their new warehouse in North Little Rock—shown above in architectural sketch—the Fischer Lime and Cement Co. supplies dealers in Arkansas with the products of over 200 building material manufacturers. Branch manager is John W. Ingram, formerly of Memphis. Ernest Moix is assistant manager, and the salesmen include Harry W. Blake, Douglas Bale, and Shannon Townsley. Fischer occupies 54,000 square feet of the huge warehouse. This is Fischer's third branch from the Memphis home base. Others are in Jackson, Miss., and Paducah, Ky.

Georgia-Pacific Adds Two New Warehouses

The Georgia-Pacific Plywood Co. recently opened two new warehouses to better serve customers in the New Orleans, La., and Cleveland, Ohio, vicinities.

The New Orleans branch is at 601 South Olympia Street, and is managed by Coleman Gober, formerly with the Louisiana Plywood Service.

Walter Smith, former lumber wholesaler, is head of the Cleveland warehouse.

They bring Georgia-Pacific's chain of warehouses up to 22.

Strictly WHOLESALE

FAYETTEVILLE, N. C.: To his stocks of glass and mirror products in the local branch warehouse of Binswanger and Co., Manager R. Leon Crouch has added stock millwork products and other materials handled by the Binswanger's Eastern division. Binswanger purchased its local branch at 127 Dunn Road from the

Cape Fear Glass Company early this year.

KANSAS CITY, MO. The Kyte and Quentin Company is now distributor in this area for Cermak "Undergated" plastic wall tile. It will handle the tile sales in Missouri, Kansas, Nebraska, Oklahoma, and Arkansas.

ORLANDO, FLA. The Acme Glass Co., headed by Louis Blumberg, soon will move into its new warehouse here—one of the largest in the South for a glass wholesaler. It will house the enlarged business resulting from the purchase of the French Mirror Plate Glass Company branch

here last year by Acme. The purchase was from E. F. Geffrey, who continues the main firm by that name in Jacksonville.

NASHVILLE, TENN. The Tennessee Glass Co., of which Baron Coleman is manager, is having a new warehouse and office building erected on the Murfreesboro Road. Robert Aiken has joined the firm as contract manager. He formerly was connected with the Kawneer Corp. in Atlanta, Ga.

NEW ORLEANS, LA. The United States Air Conditioning Corp. has appointed the Lamatt Agency Division of the Southern Heater Co. as



HEADS JOBBERS

Though unavoidably detained from the recent annual meeting of the Southern Sash and Door Jobbers Association in Memphis, W. Horace Woods, above, was unanimously elected president of this aggressive trade organization. Woods is vice-president of George C. Vaughan and Sons, Houston, Tex., fabricating wholesalers of millwork and other materials.

its representative throughout Mississippi, most of Louisiana, and part of Tennessee. The Lamatt agency has offices in New Orleans, Jackson, and Memphis.

MEMPHIS, TENN. P. M. Watson, Jr., last month was promoted to the managership of the local plant and warehouse of the Huttig Sash & Door Co., which operates as the Memphis Sash & Door Co. He succeeds L. G. Barnard, who retired after long service to Huttig.


JACKSONVILLE, FLA. Westrich and Marsh are now distributors of Arborite plastic-surfaced material for counter tops and other uses. Their territory includes Florida and south Georgia.

DALLAS, TEX. Frank W. Lindsay has joined the Coker-Fowlkes Lumber Co. as a sales representative. He will travel Dallas and surrounding territory.


LAFAYETTE, LA. The Lafayette Sash and Door Co. recently entertained 125 lumber dealers in this area. They enjoyed barbecue in a Lafayette night club and later saw a movie on building materials.

TULSA, OKLA. The Oklahoma Rusco Co., makers of storm window and porch enclosures, recently moved into ultra-modern headquarters at 5202 East 11th Street. The 70-foot front is of stone and glass. Off-street parking is provided for customers.


Beautiful with
RESOLITE



... the Translucent Structural Panel with endless possibilities in architectural treatment from the simple interior partition to exterior use in patio covering and colorful building facings.



RESOLITE paints with colored light. Six beautiful standard colors, a variety of form patterns and surface finishes, make Resolite easily adapted to any architectural or decorative motif in home, office or shop.



Structurally rugged, RESOLITE is also shatterproof, avoiding the hazards of breakage and splintering in decorative or utility partitioning.

RESOLITE is unequalled for skylighting—either industrial or commercial—because it materially reduces heat rays with little loss in light values. It diffuses light in all directions, avoiding the harsh contrast of sunshafts. Economical, too, because of its installation ease and unlimited life.

Resolite is made of polyester resins, reinforced with Fiberglass mat. It is unaffected by weather extremes of heat, cold and moisture. It can be worked with ordinary tools and skill.

Write for free literature, with complete information about RESOLITE.

RESOLITE Corporation
ZELIENOPLE, PA.

"Binsy" Nominated at "Political" Meet

THE LURE and excitement of the "political convention" was adapted to the sales meeting held last winter by Binswanger and Co. for its Eastern Division sales representatives and branch managers. So effective was this novel approach that *Sales Management*, the magazine of marketing, recently featured an article about it by Joe Nadler, Binswanger vice-president in charge of sales.

The political convention theme was chosen because of the timeliness in a year when there is so much discussion of political candidates for the national election. The theme was maintained throughout the meeting.

The meeting quarters in Richmond, Va., were set up as Convention Hall. At one end, there was a complete house front, twenty-five feet long and made up of windows, doors, roofing and other products handled by the company. This was "Party Headquarters" and concealed behind-the-scenes activities.

Running the length of the roof of the house was a huge sign proclaiming, "Binsy—the People's Choice." And underneath: "Build and Preserve the American Home."

Convention Hall was decorated in patriotic red, white, and blue bunting. Floor standards bearing placards indicated where each "delegation" would sit.

Each product headlined at the meeting was presented as a "candidate" for nomination as the party's choice. A brief nomination speech was made from the floor and a large placard bearing the candidate's platform was brought out, while band music played. Then a factory representative made his presentation, tying in with the political theme. There also were placards around the hall urging delegates to vote for the various candidates.

Stunts with a political flavor were presented between the talks. "Senator Hayseed," a former vaudeville actor done up as a corn-fed Southern politician, was one of the most popular actors.

A model of the Binswanger and Co. symbol, "Binsy," wired for sound, took an active conversational part in the convention by making sharp comments.

"Binsy" won by a landslide the nomination as the Binswanger Party candidate for 1952.

SELLS ON SIGHT!

Amazing New



Keystone



NEW COLORFUL DISPLAY makes sales on the spot! More merchandising helps available including folders, newspaper ads, mats, etc., to help you cash in with Keystone!

ALUMINUM

FRAMELESS TENSION SCREENS

Easy to Install



Easy Handling



No Rust—No Painting



LOW COST—
LOW UPKEEP!

It's a MONEY-MAKER for you—this revolutionary new KEYSTONE Aluminum Frameless Tension Screen! Cash in on today's great market—thousands of homes with double-hung windows need full length window screens. Keystone is the answer—a low cost, top-quality, new type of screen that appeals to your customers . . . and sells fast!

You sell the COMPLETE screen, available in standard and special sizes. The user gives you width and height measurements and he can install complete unit in a few minutes. Sells on sight with these advantages: adjustable sill bar for tight fit on uneven windows, five strand selvage, easily replaced screening, low first cost and low upkeep, neat appearance.

Profits for You!

SEND COUPON
FOR DETAILS!

KEYSTONE WIRE CLOTH CO.
Dept. 1115, Hanover, Penna.

Without obligation, send me complete details, prices and discounts on NEW profit-making Keystone Frameless Tension Screens.

Firm.....

Attn. of.....

Street.....

City.....State.....

SLIDING DOOR HARDWARE. Six-page folder contains full-size sectional drawings, materials and specifications, and a dealer price list for Rocket sliding door hardware. Window streamers, counter displays, broadsides, ad mats, and other sales aids offered. The Grant Pulley and Hardware Company, 31-85 White-stone Parkway, Flushing, N. Y.

"SPRAY PAINTING Made Easy" is a new booklet containing data on 62 different types of spray jobs. It includes short cuts and hints for better jobs. For 35 cents a copy from the DeVilbiss Co., 399 Phillips Avenue, Toledo 1, Ohio.

HELPFUL LITERATURE

Mostly free—some for a fee

STAINLESS STEEL WALLS. "Stainless Steel Curtain Walls" is an "interim progress report" on proposed methods of construction using such walls to save time, permit greater flexibility of space use, and cut down on fire hazards. The Allegheny Ludlum Steel Corp., Pittsburgh 22, Pa.

STORM WINDOWS, DOORS. A new 115-page book contains detailed drawings and complete instructions for installing Keystone aluminum storm windows and doors. It shows basic procedures for measuring all double-light, single-light, oriel, picture, and mullion windows; porch enclosures and breezeways; inside and outside casements; clip-on casement screens; swing-out windows; triple-track windows; plain panels; half and full length screens, and storm doors. The Keystone Alloys Co., Derry, Pa.

CELLULAR GLASS INSULATION. A new 4-page folder on use of Foamglas in sandwich panel construction is offered by the Pittsburgh Corning Corp., 307 Fourth Avenue, Pittsburgh 22, Pa. It pictures these concrete sandwich panels in various types of buildings and homes. Also available is a booklet on new application methods for Foamglas on ceilings, walls, floors, columns, and beams. It is entitled "Specifications for the Application of Foamglas in Low Temperature Space Installations."

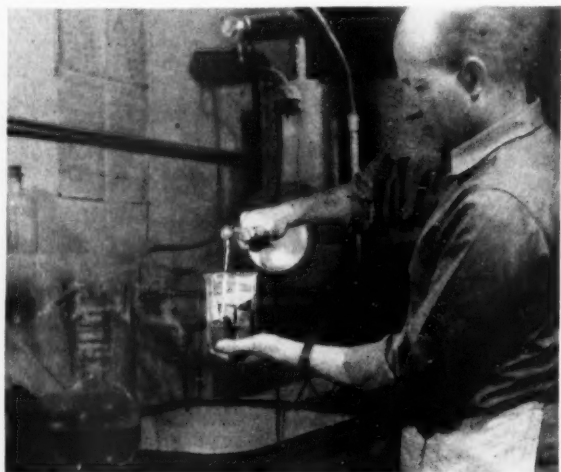
"ELECTRICAL LIVING" FILM. The Better Home Bureau, Westinghouse Electric Corp., Box 868, Pittsburgh 30, Pa., offers a color sound motion picture that tells the "inside story" of electrical living. "Better Than Kings" tells how Joe and Mary Ann are monarchs at home, thanks to electrical "slaves."

MASONRY PROTECTION. A new four-page manual tells how Silaseal protects porous exterior masonry surfaces from dampness and efflorescence. It explains why Silaseal is long-lasting, and how it is applied. The Surface Protection Co., 16799 Euclid Avenue, Cleveland 12, Ohio.

STEEL WINDOWS. New catalog gives descriptions, specifications, sizes, uses, and advantages of Fenestra pivoted windows, commercial projected windows, and security windows. Write for "Fenestra Industrial Steel Windows," from Detroit Steel Products Co., 3227 Griffin Street, Detroit 11, Mich.

PLASTIC STRUCTURAL PANELS. Resolute translucent structural panels of Fiberglas-reinforced plastic are pictured in many attractive installations in a new booklet. Installation details are sketched for such uses as home and office partitions, shower stalls, shelves, terrace coverings, and skylights. The Resolute Corp., Zelienople, Pa.

DOLOMITIC LIME PUTTIES. The Building Materials and Structures Report 127, published by the National Bureau of Standards, concerns the effect of aging on the soundness of



In this ASTM test, specimens from clay pipe are soaked in acid 48 hours. Dickey pipe consistently exceeds ASTM standards.

Why rot, rust, and chemical failure mean good business for Dickey Dealers

Genuine sanitary salt-glazed clay is the one best material for house sewer pipe. There are substitutes on the market, but they have vital weaknesses. Some of these substitute pipes soften, fray, or rot; some become rusty and rough; others disintegrate under the attack of dilute acids and sewer gases usually found in sewers. But Dickey salt-glazed clay pipe is proof against rot, rust, and chemical failure. These facts are bringing hard cash sales to Dickey Dealers.

If it's made of clay it's good...if it's made by Dickey it's better

**Dickey Sanitary
Salt-Glazed Clay Pipe**
ALWAYS IN DEMAND

**W. S. DICKEY
CLAY MFG. CO.**

Birmingham, Ala., Chattanooga, Tenn.,
Kansas City, Mo., San Antonio, Tex.,
Texarkana, Tex., Ark.

regularly hydrated dolomitic lime putties. Used in preparation of white-coat plaster, these limes are potentially unsound because of magnesia content which ultimately may result in disruptive expansion in set plaster. Fourteen pages, 5 tables, and 7 figures explain aging periods and methods required to overcome such hazards. Available for 15 cents from the Government Printing Office, Washington 25, D. C.

HOSPITAL WINDOWS. "For the Life of your Hospital" is a four-page brochure with pictures of hospitals with Auto-Lok aluminum awning windows. It also lists other recently-built hospitals with such windows and tells why architects frequently specify them for hospitals. The Ludman Corp., Box 4541, Miami, Fla.

ATOMIC BLAST PROTECTION. "An Interim Guide for the Design of Buildings Exposed to Atomic Blast," published by the Federal Civil Defense Administration, tells how resistance to atomic blast can be built into buildings for about 3-per-cent additional cost. It points out ways to minimize hazards of all types and explains how damage occurs. For 15 cents from the U. S. Government Printing Office, Washington 25, D. C.

WOODWORKING BULLETIN. DeWalt, Inc., Lancaster, Pa., makers of power cutting tools, now publishes a monthly woodworking information sheet especially for home workshop

owners. Free copies of "Make It Yourself" and details for sending it to customers can be obtained from DeWalt.

FLOOR LATH. A new specification booklet for Pittsburgh Steeltex floor lath for steel and concrete joist construction is just off the press. Designated DS-133, it contains sketches of many types of construction and data on tests and safe loads. Free from the Pittsburgh Steel Products Co., Pittsburgh 30, Pa.

"TROWELED" FLOORING. A brochure describes Roc-Wood, a new flooring compound that "feels like wood, looks like cork, wears like rock." It is troweled on over old worn flooring on any structurally sound flooring area. Roc-Wood Flooring, Inc., 2268 South Parkway, Chicago 16, Ill.

FLOOR TILE INSTALLATION. To promote consumer installation of asphalt floor tile, Hachmeister, Inc., Pittsburgh 13, Pa., is offering a clever, comprehensive brochure entitled "It's Easy to Install Your Own Hako Vinylflex and Hako Asphalt Tile Flooring." As a companion piece, the company offers the E-Z Estimator, which enables the layman to follow simplified instructions on floor installations.

"TIMBER" for Recreational Buildings presents a pictorial story of the wide variety of design possible by

use of three major systems of timber construction—Teco connector, glued lamination, and Lamella. Free from the Timber Engineering Co., 1319 Eighteenth Street N. W., Washington 6, D. C.

STEEL BUILDINGS. A new 24-page booklet (SX-2051) tells how shed-roof and gable-roof types of Steelox buildings can meet practically every need for warehouses, shops, offices, and other structures. Panels interlock as they are erected. Accessories, insulation, and interior finishing are described. Armco Drainage and Metal Products, Inc., Middletown, Ohio.

PLASTIC PANEL USES. The wide range of applications for plastic laminated panels through homes and institutions is stressed in an 8-page, full-color brochure. Sixteen of the 34 Panelyte finishes are shown in full-scale reproductions. First in a series of free folders from the Panelyte Division, St. Regis Paper Company, 230 Park Avenue, New York, N. Y.

CASTER, TRUCK CATALOG. A newly-revised 36-page Rapistan caster and truck catalog has photos and complete specifications on products handling light, medium, or heavy loads on all types of floor surfaces. Among the new models included are the 43-series and V-Trac casters. The Rapids-Standard Co., Inc., Grand Rapids 2, Mich.

Meet these New Members of the How-ell-dor Family!

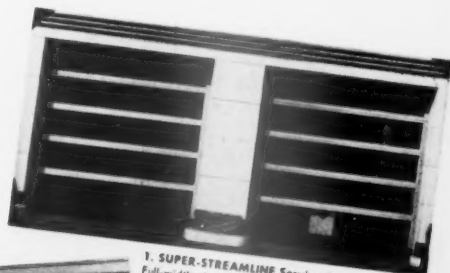
HOW-ELL-DOR Sectional Upsweep Garage Doors are distributed exclusively through dealers, and are available in 38 stock sizes for residential, commercial and service station installation. Custom-built doors of unusual design or size are a specialty.

The universally known **HOW-ELL-DOR** Electric Operators for residential, commercial and industrial garage doors may be obtained with remote or at-door control stations. Available for all sizes and makes of doors.

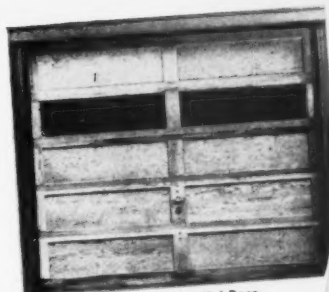
Write for
FREE
Catalogs



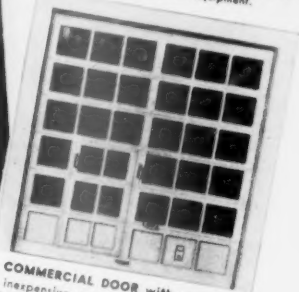
THE HOWELL MANUFACTURING CO., 7206 HASBROOK AVENUE, PHILA. 11, PENNA.



1. SUPER-STREAMLINE Service Station Door
Full-width glass panels with two inserted plastic mullis, steel reinforced, for maximum daylight and fast service. With standard or high-lift equipment.



2. THE "PICTURE" Residential Door
New sturdy quality door in the modern design; two panels wide, five section high; with second section open for glass. Stock sizes 8' wide x 7' high and 9' wide x 7' high, 1 1/2" thick.



3. COMMERCIAL DOOR with new Pass Door
An inexpensive quality-engineered door. Many stock sizes. 7' to 12' high, 1 1/2" or 1 3/4" thick. Completely equipped with accessories.

ANSLEY, LA. The Davis Brothers Lumber Co. recently observed its 50th anniversary with a church service at the Ansley Union Church. Afterward, Judge Vinson Mouser presented awards to seven employees who had joined the firm in 1902.

EUFAULA, ALA.: With the opening of a branch plant here, makers of the Walled Lake flush doors formed three corporations — the Walled Lake Door Company, Walled Lake Door Company of Alabama, and National Door Distributors Company. George Quinif is president and general manager of all Sherman Ricks is plant manager in Alabama.

BETHEL, CONN.: The Yale and Towne Manufacturing Co. recently bought American Sintered Alloys, Inc., here, paying the owners in Yale and Towne stock. The plant will be operated as another Yale and Towne division and continue to sell sintered metal components to other manufacturers through Eugene P. Pack and Associates.

BUFFALO, N. Y.: Morrison Steel

Products, Inc., has appointed Clayton A. Stahlka as advertising manager. In this newly-created position, Stahlka will supervise advertising of the Mor-Sun furnace, Roly garage doors, Carry-All utility body, and automotive stamping divisions.

HOUSTON, TEX.: A multi-million-dollar sale involving two of the largest and oldest lumber firms in Texas was announced recently. The Angelina County Lumber Co. bought the Texas Long Leaf Pine Co. The latter firm owns thousands of acres of timber land, mills, and oil leases and wells in east Texas.

GARLAND, TEX.: The DeSoto Paint and Varnish Co. factory here is under construction and scheduled for completion about March, 1953. It is on a 20-acre site and will include the factory, two warehouses, office building, and tank storage. It is a subsidiary of Sears-Roebuck.

HOUSTON, TEX.: A. J. Husmann, traffic manager of the Kirby Lumber Co., was chosen second vice-president of the Traffic Club of Houston.

BROWNWOOD, TEX.: The Waco-Tex Materials Co. has moved its main office here from Waco. The firm name was changed to G. C. McBride Co. It makes crushed stone, driveway materials, manufactured sand, and concrete building blocks.

CINCINNATI, OHIO: Robert Upchurch has been appointed to a new sales territory in connection with the opening of the new vermiculite processing plant of the Zonolite Co. He will cover parts of Ohio and Kentucky for Zonolite.

WARREN, OHIO: The American Welding and Manufacturing Co. has appointed Thomas A. Stratford to the newly-created post of assistant manager of product development and advertising.

WASHINGTON, D. C.: The Penn Metal Co., Inc., has opened an office here at 1025 Connecticut Avenue N. W. Cecil R. Cooley heads this new office, which serves the District, Maryland, most of Virginia, and part of West Virginia.

MILLEDGEVILLE, GA.: A \$200,000 fire consumed huge piles of lumber and several loaded freight cars July 12 when it swept through the Hodges Lumber and Planing Mill. Several trains were halted because of burned crossties, and some telegraph and telephone lines were burned out. Several of Hodges lumber trucks and tractors also were destroyed.

MEMPHIS, TENN.: NuTone, Inc., "world's largest manufacturer of chimes" and a leading maker of ventilating fans, recently appointed L. H. Thompson as sales representative for Tennessee, Louisiana, and Mississippi. Until recently, he was in the public relations department of the Lykes Steamship Co.

NEWS about MANUFACTURERS

NATIONAL



WOODWORKS

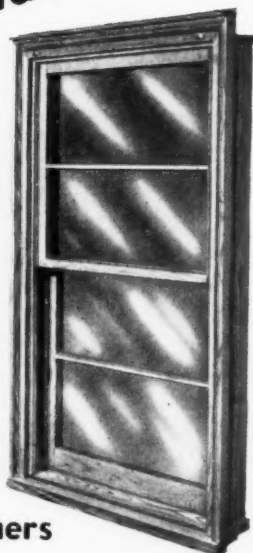
**NO Delays
about 'em!**

National Window Units

**You get 'em quick!
You sell 'em quick!**

The Complete Packaged Units
that offer every Advantage

Each individual unit, made of seasoned wood, arrives at your warehouse with the sash prefitted to the frame. Spiral Balances and Weatherstripping in place. The low prices and the easy handling make them easy selling and a favorite with dealers throughout the South.



**WE tell YOUR Customers
(if we have your List)**

We tell Builders, Contractors, Architects all over the South about Every other week, in colorful mailing pieces, they are reminded, the famous National Window Units, millwork, and specialty items. "Call your Dealer for a Quotation". Be sure YOUR list is on OUR list of firms to receive these selling messages.

**NATIONAL
WOODWORKS**

Box 5518

— Birmingham 7, Ala.

LOUISVILLE, KY: R. B. Stem now heads range sales for General Electric. He joined the company in 1936 after graduating from Pennsylvania State College.

WASHINGTON, D. C.: Milton C. Sarra, manager of Atlantic Steel Co.'s warehouse division, has been appointed chief of the warehouse branch of the Iron and Steel Division, Office of Price Stabilization.

SEADRIFT, TEX.: A certificate of necessity has been granted the Carbide and Carbon Chemicals Co., division of the Union Carbide and Carbon Corp., to construct a multi-million-dollar plant to manufacture synthetic organic chemicals and plastic resins.

VALDOSTA, GA.: The National Container Corp. is constructing a plant here that will produce 500 tons a day of kraft pulp and paper.

JACKSON, MISS.: Walter S. Radcliffe has replaced R. J. Landenberger as manager of the Armstrong Cork Co. here. Landenberger left recently for South Gate, Calif., where he will be plant manager of the asphalt tile plant.

HOUSTON, TEX.: New distributors in this area for the Lorain line of shovels, cranes, and draglines, made by the Thew Shovel Co., are Head and Guild. From their plant at 5501 Navigation Boulevard, this firm will sell and service the Lorain line.



USG Division Office Located in Atlanta

To promote more business for the United States Gypsum Co. in the eight Southeastern states, Edward R. Stainback, seen above, has moved his office from Chicago to Atlanta, Ga., where it has been

consolidated with Atlanta district offices in a new building at 75 8th Street, N. E.

Manager of the Atlanta district staff, which formerly was quartered in the Candler Building, is C. W. (Cotton) Fisher.

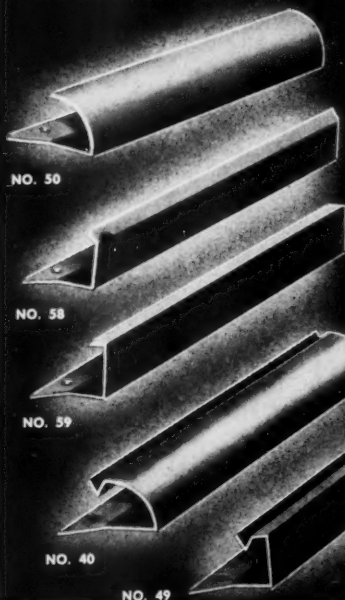
As Southeastern division sales manager Stainback supervises the operations of the district offices in Birmingham, Jacksonville, Charlotte, and Atlanta. With the United States Gypsum Co. since 1935, Stainback was Richmond district manager before his promotion to the division sales managership in 1948 with headquarters in Chicago.

A native of Greensboro, N. C., he is a graduate of Virginia Military Institute and served in the U. S. Marine Corps during World War II.

Memoir for Lotz

Herb Lotz, educational representative of the Johns-Manville Corporation, has another valued souvenir for his memoirs—a certificate from the Texas A. and M. College that designates him as a

"LET'S GET DOWN TO CASINGS"



for a BETTER... more
ECONOMICAL plastering job

The QUALITY
Precision-Made
Line for
DOOR and
WINDOW



- Low initial cost; quickly, easily installed
- Adds spacious beauty to a room
- Sanitary, fireproof; easy to maintain
- Smooth-cutting Galvanite for perfect mitres
- Flush, air-tight union with plaster surface
- Durable; will not shrink or warp
- In 1 1/2", 3/4", 7/8" grounds; 7' and 10' lengths

CASINGS INC.

2 EAST 45TH STREET, NEW YORK 17, N. Y.
PLANT, NEWMARKET, N. H.

At Building Material
Dealers or Write for
Bulletin...

guest lecturer for the year 1951-52 in the building products marketing school.

As a lecturer in the 30-day courses in building material distribution throughout the nation, in regular college courses such as that at Texas A. and M., and in special training courses elsewhere, Herb Lotz has shared his knowledge of building materials, their specification and application, with thousands of men now serving in the light construction industry.

Hundreds Attend Lone-Star Celebration

A gala Fourth of July celebration in Daingerfield, Tex., marked the fifth anniversary of the Lone Star Steel Co.

Congressman Wright Patman, who represented the government when the title to the plant was delivered five years ago, and who has attended each celebration since, was the principal speaker at

a program held in the high-school stadium. W. R. Bond presented service awards to employees who had served the company five years.

The program and barbecue dinner that followed were open to the general public. Among the many visitors from throughout the Southwest were city and county officials, several carloads of Dallas office employees, and even a group of Lone-Star's coal miners from Oklahoma.

Easy to figure!

It's Good Business to Sell Ready-To-Install
Complete Window Units
Equipped With
MONARCH METAL WEATHERSTRIP

It's simple as A-B-C!

First, when builders use Complete Window Units, precision-assembled by the mill or millwork jobber, it's good business on his part because:

A... they help him prevent all waste of materials caused by incorrect estimating and faulty assembly on the job

B... he makes a big saving on labor by eliminating time-consuming fabrication

C... his men can do a better job and finish it sooner

Second, the owner saves money and gets more satisfactory, sounder construction

Third, you earn more profit, and make the builder happy because you've helped him make more.

Published in the interest of better and more economical building construction

Monarch

METAL WEATHERSTRIP CORP.
6343 ETZEL AVE., ST. LOUIS 14, MO.

Get Complete Window Units
From Your Sash & Door Jobber

Kaiser Aluminum Has 14 New Sales Outlets

Expansion of Kaiser Aluminum & Chemical Sales, Inc., service to aluminum fabricators through the establishment of nine new sales offices and five newly appointed distributors was announced recently by Bert Inch, vice-president in charge of sales.

Through the new offices and distributors, fabricators will be supplied with aluminum products such as plate, sheet, circles, pig, alloy ingot, industrial foil, electrical conductor, extrusions, mechanical rod, bar, and wire. Commercial and industrial products include roofing, siding, and shade screening.

Sales offices were opened in Birmingham, Ala.; New Orleans, La.; Grand Rapids, Mich.; Tulsa, Okla., and Pittsburgh, Pa.

Offices were also established in Miami, Fla.; Baltimore, Md.; Evansville, Ind., and Columbus, Ohio.

Distributors appointed by the company were: Earle M. Jorgensen Co., Houston and Dallas, Tex.; Industrial Metals, St. Louis, Mo.; Follansbee Metal Warehouses, Pittsburgh, Pa., and Merrill Aluminum Corp., Worcester, Mass.

The combined operation of these 14 sales outlets will cover fabricators in over 11 Central and Eastern states.

Hall Elected Mayor

Dwight Hall, president of the Mo-Kan Lumbermen's Association, has the mayoralty of his home town to his list of achievements. He recently was elected mayor of Skidmore, Mo.

His firm in Skidmore is the Goodspeed-Hall Lumber Co.

Window Products Firm Turns 'Em Out in Tents

The Weathermaster Jalousie and Window Manufacturing Co., Miami, Fla., makers of glass louvered windows, doors, and allied products, has applied the traditional "show must go on" spirit to industry. The firm is carrying on its entire manufacturing processes under circus tents while it awaits completion of its new \$250,000 plant.

Like scores of other Miami firms, Weathermaster was faced with evacuation of its former plant in Opa Locka, due to the reactivation of that area by the U. S. Marines. On the final day for removal, June 30, its new plant in North Miami was barely past the ground-breaking stage. Weathermaster had to carry on or shut down completely, seriously hampering their production schedule, putting 148 employees out of work, and handicapping countless salesmen and dealers through the country. Carry on they did.

After contacting Ringling Brothers for advice, the company purchased three huge circus tents and erected them adjacent to the new building site. All equipment was moved under the "big top" without a serious hitch in production.

Under one of the colorful tents the production line continues to roll out glass louvered windows and doors, aluminum jalousie hardware, and a new tapeless, cordless venetian blind, which are marketed nationally. Another tent houses the office personnel. The third is used for storage. The entire tent area is enclosed with a steel fence and every fire precaution measure has been taken.

E. L. Denison, general manager of the Weathermaster Jalousie and Window Manufacturing Company, said that they expected to be operating under tents for 60 days before moving into their new building.

YARD ACCIDENTS

(From page 48)

injuries, hernia, etc.), 12 per cent.

Slivers, 4 per cent.

Caught in, on, or between objects, 3 per cent.

Injured by hand tools, 2 per cent.

Total, 21 per cent.

FALLS

Tripping or slipping on level, 13 per cent.

Falling from elevations, 6 per cent.

Total, 19 per cent.

STEPPING ON OR STRIKING OBJECTS

Injured by sharp objects (knives, sharp edges, etc.), 5 per cent.

Bumping into objects, mostly stationary objects, 4 per cent.

Stepping on nails, 2 per cent.

Total, 11 per cent.

MACHINERY

By rip saw, 2 per cent.

By trim saw, 1 per cent.

By jointer, 1 per cent.

At point of transmission, 1 per cent.

All others at point of operation of machines, 4 per cent.

Total, 9 per cent.

Some of the worst accidents occurring in retail lumber yards are the results of falls, the safety



MARLITE HI-GLOSS and WOODPANEL mean extra business this fall!

Recommend Marlite Woodpanel in authentic reproductions of fine, fully-finished wood grains for dens, libraries, living rooms, recreation rooms, offices, waiting rooms, bars, lounges, etc.

Show your customers new Marlite Hi-Gloss in Plain, Horizontal, and Tile Patterns for kitchens, baths, dinettes, utility rooms, laboratories, rest rooms, operating rooms, etc.

Launch a Marlite promotion in your area. Use pretested radio spots, ad mats, direct mail, displays and full-color literature.

Tie in with Marlite's powerful fall advertising campaign in 15 national and special market publications for extra business. New catalog, new Hi-Gloss and Woodpanel folders are ready now. See your Marsh Representative or write direct, Marsh Wall Products, Inc., Dept. 897, Dover, Ohio. Subsidiary of Masonite Corporation.



WATCH FOR ANNOUNCEMENT OF NEW FALL PROFIT PLAN!

engineer said. One man fell from the back of a truck to a cement ramp, striking his head. The fall was fatal. Another fell 9 feet from a roof. The fall resulted in almost total disability. Another worker climbed to the top of a 10-foot pile of lumber to check a lot number. He slipped, fell to the cement floor, and was killed.

Injuries involving machinery often result in the loss of fingers and hands, Keefer said. A worker was sawing a groove in a piece of oak when it twisted in the machine, and his hand slipped into the saw. Another cut off the ends of three fingers in a jointer. Another cut off the index and middle finger on a rip saw from which the guard had been removed.

Keefer said that other accidents occur because workmen allow their hands to be pinched while handling materials; they let objects drop because of poor grip; they fail to wear safety glasses and other safety devices; they lift in awkward positions; they fail to use mechanical equipment provided for many tasks; and they stand, walk or carry materials in unsafe and crowded areas.

Best accident reduction results have been achieved in yards where top management has taken an active part in recognizing accident hazards and eliminating them, he asserted.

"The basic causes of accidents—unsafe conditions and unsafe acts—can be overcome only through a

deliberate program of accident prevention under the leadership of management," Keefer declared.

Mechanical conditions can be changed readily, he asserted, but the difficult part of the task often is to teach workers the proper attitudes toward safety so they will practice it of their own will.

SALES STIMULATION PROGRAM

(Continued from page 46)

some lending institutions making these loans. Where this type financing is not available, other financing can be arranged that will permit a considerable amount of homebuilding to be carried on in this price range.

For those who will develop an attractive and livable house within this price range, financed so that it can be sold with a downpayment of not over \$500 and with monthly payments not exceeding \$40, a new and profitable source of business is at hand with practically no limitation on the

dollar volume that can be handled. This new profitable business is ripe to be developed by the dealer with a little foresight and ingenuity.

Good Loan Application Procedure Outlined

Although the text of the loan application for such property improvements is rather common, it is tabulated here for comparison with any application form a dealer may now use:



Get into the picture
for **Big Profits**

SELLING "Premier" Threshold Plates

*Big Profits
Year 'Round*

Write For Literature and Prices Today!

METAL TRIMS, INC.

BOX 1072, YOUNGSTOWN 1, OHIO

Date _____
 Applicant _____ Wife _____
 Address _____
 Employed by _____
 Present income is \$ _____ per _____
 We have other income of \$ _____
 Location of property to be im-
 proved _____

Title to property is in the name
 of _____

There is a balance due on this
 property of \$ _____ which is being
 paid off at the rate of \$ _____ per
 month. Payments are made to _____

Property is insured for \$ _____

Outstanding obligations at this
 time are:

Firm	Payment	Total	Balance
_____	_____	_____	_____

Other information _____

(Signed) _____ Husband

(Signed) _____ Wife

On back of the form is an "An-
 alysis and disposition" section with
 the following factors:

Employment record (good, aver-
 age or uncertain) _____

Credit rating (good, fair, poor or
 bad) _____

Cash equity in property at this
 time _____

Other money or labor to be in-
 vested _____

Monthly income of husband and
 wife _____

Monthly payments on home _____

Other monthly obligations _____

Approved by _____ on _____ 19____

for \$ _____

Payments _____ at \$ _____

Rejected by _____

The form includes these "instruc-
 tions for salesmen": When com-
 puting contract price add interest at
 rate of 1/2 of 1% per month. Minimum
 finance charge to be \$3.00 per con-
 tract, with a minimum charge of 30¢
 on each payment. Make this com-
 putation and add to regular sales
 price to determine amount of con-
 tract."

The following procedure is recom-
 mended for processing loan applica-
 tions:

"After receiving both Credit State-
 ment and Credit Report, classify ap-
 plicant in one of the following
 classes: GOOD, FAIR, POOR, or
 BAD.

"Approve loans which come with-
 in either the GOOD or FAIR classi-
 fications.

"Approve loans which come within
 the POOR classification, only when
 suitable security can be obtained.

"Reject all loans which come with-
 in the BAD classification.

"GOOD includes those whose
 record shows that they meet their
 obligations when due, both open and
 stated accounts, and that they live
 well within their income. No record
 of defaults, suits, or repossessions.

"FAIR includes those whose record
 shows that they meet their notes or
 deferred payments on time, but on
 account of not living well within
 their income are from 30 to 60 days
 slow on some open accounts. No
 record of suits or repossessions.

"POOR includes those whose
 record shows that they meet their
 obligations promptly, only when they
 are secured by first lien on mer-
 chandise or property. On other open
 accounts they are from 60 to 90 days
 behind in payment, and in some in-
 stances suit is necessary for collec-

tion, but no repossession of pledged
 or mortgaged property.

"BAD includes those whose record
 shows that property has been re-
 posessed on account of non-payment
 of secured obligations. Included in
 this class is anyone who has been ad-
 judged a bankrupt within the last
 six years.

GENERAL

"In all cases of approval the appli-
 cant must show sufficient monthly in-
 come to meet all outstanding obliga-
 tions, including the loan being con-
 sidered.

"All monthly obligations, including
 this loan and payment on home,
 whether rent or mortgage, must not
 exceed 60% of income.

"All monthly obligations, including
 this loan, but excluding payments on
 home, must not exceed 40% of in-
 come.

"Applicant must have substantial
 equity in property being improved.

"Applicant must have sufficient in-
 come from sources other than farm-
 ing to meet obligations."

Forms suggested in this article are
 available from R. O. Brownlee, 711
 Broadway, N. E., Knoxville 17, Tenn.
 They include these: Loan Applica-
 tion, Building Contract, Lien Note,
 and Repair - Remodel - Improvement
 Contract. Since these are worded for
 use in Tennessee, dealers should
 check them against their own state
 lien laws to be certain they would
 yield adequate legal protection.

"HOW I MAKE MORE FROM ASPHALT SHINGLE SALES..."



"The answer's easy. I'm the lumber dealer
 who sells the complete package. I sell
 Shinglстик with every asphalt shingle sale.

"You see, every asphalt shingle customer
 needs Shinglстик to complete the job... that
 means a better sale for me, and most
 important, it means I have a satisfied customer.

"Shinglстик is custom-manufactured for the job of sealing down
 asphalt shingles and for sealing them down quickly and permanently.

It is the only proven 100 per cent efficient method of sealing down asphalt
 shingles against winds of hurricane intensity."

So, if you're not already handling Shinglстик, investigate this extra
 source of profits now. Mail the coupon today for your free test
 sample of Shinglстик!

HERE'S WHY HOMEOWNERS WANT SHINGLSTIK . . .

- Shinglстик protects their colorful, fire-safe asphalt shingles from wind damage.
- Shinglстик complies with insurance-company recommendations on applying asphalt shingle roofs.
- Shinglстик is quick and sure—resists direct pull after just four hours, can't be separated without tearing after a week of exposure.
- Shinglстик goes on with caulking gun, putty knife, or paddle. Many homeowners will stick down their own roofs. Professional application costs little.

MAIL COUPON FOR FREE
 SHINGLSTIK TEST SAMPLE!

Shinglстик

7600 TRUMAN ROAD
 KANSAS CITY, MISSOURI

Send free test sample of Shinglстик to:

Name _____

Address _____

City _____

State _____

We sell _____

(brand name)

shingles*

Note: *Samples cannot be distributed without above brand name
 information.

another **HOMASOTE FIRST**
—designed to reduce the cost of building

Now sheathe and shingle in *one operation*

WITH . . .



NOVA insulated **sidewalls and roofs**

AT LAST . . . a truly scientific method has been developed whereby sidewalls and roofs can be shingled and sheathed—fully insulated—at one and the same time. By this method, the rich architectural effect of wide exposures—12" for roofs, 14" for sidewalls and deep 34" shadow lines—is available to the average home owner at a substantial saving in time, labor and money.

Nova Insulated Sidewalls and Roofs are built with three materials: asphalt-impregnated, sheathing panels—16" x 96" for sidewalls, 14" x 96" for roofs; the Nova galvanized, 26 gauge steel shingle clip, and #1 Certigrade roof shingles, or #1 Certigrade Processed Shakes (either stained or unstained) for sidewalls.

The 8" clip is placed on the bottom of the sheathing panel and the two are nailed together at each stud or rafter. The shingle is slid down the panel until the kerf in the butt of the shingle engages the clip. The second course overlaps the sheathing of the first course by 2". Only 1½ lbs. of 8d galvanized nails are required per square.

There are no exposed nails to rust, stain or split the shingle; the shingles cannot curl. The quality of the materials used is of the highest, the total cost is extremely low.

Let us send you fully illustrated and detailed literature.

NOVA SALES CO., Dept. 248
Trenton 3, N. J.

Send details on NOVA SHINGLING
SYSTEM

Name
Address
City State
My lumber dealer is

NOVA SALES

CO. TRENTON 3, N. J.

A wholly owned subsidiary of
Homasote Company—manufac-
turers of the old-
est and strongest
insulating—building
boards, wood-
re stressed and
stressed panels.



BALANCE SHEET cont. from page 35

manufacturers influencing the producers of parts of houses, rather than as assemblers with no control over the component parts. **Dealers have no influence over the manufacturers.** They must sell whatever the manufacturer wants to produce. You, as home builders, collectively, have an opportunity to quit being followers and begin to take the initiative."

With a complimentary foreword by Frank W. Cortright, executive vice-president of the National Association of Home Builders, this book by Bill Smith is being promoted to "merchant" builders throughout the nation. Our guess is that they will pay more attention to the criticisms and suggestions in the above line of thinking on distribution of materials than they will to some of the more promising ideas about project planning, site location, construction techniques, and the "need for better components" in the way of combination cooling and heating systems, functional appliances and cabinets.

In this provocative book Bill Smith shows that he has done some thorough research into construction techniques and uses of materials. But his theories about by-passing "the middle man" in the distribution of building materials, whether he be the wholesaler or retailer, are not borne out by the study of experience. All the costs of distribution must be met in the end. Distributing manufacturers and mail-order houses have found this to be true.

Author Smith is quite right, however, in indicating that dealers should supply builders with correct and up-to-date information on the application and installation of the materials they sell.

News of FEDERAL CONTROLS

SHOULD THE NUMBER of permanent, non-farm dwelling units started during June, July, August fall below a seasonally adjusted annual rate of 1,200,000 for that period, credit controls under Realty **Regulation X** will be relaxed no later than October 1, according to a joint announcement by the Federal Reserve Board and the Housing and Home Finance Agency last month.

The announcement explained the procedures that will be followed in carrying out the new housing credit provisions of the Defense Production Act Amendments of 1952 and of the new Executive Order that implements those provisions. The number of housing starts reported by the U. S. Bureau of Labor Statistics for June was 106,000 which, when seasonally adjusted, should fall below the

100,000 starts-a-month base that would count toward decontrol of down-payments and loan terms on new housing.

PRICES of all principal species of lumber have now been placed under dollars-and-cents ceilings at the mills. **Ceiling Price Regulation 152** establishes specific f.o.b. mill prices for **Western pine** and associated species of lumber. It allows producers to add the actual amount of commissions paid to commission-men up to 4% of the set prices.

Western red cedar and Inter-Mountain poles and pilings have specific ceiling prices established under **CPR-155**. Ceiling prices for **California redwood** lumber are set out in **CPR-158**. New ceiling prices for the **Eastern wood preserving industry** are established by **CPR-157**. Price controls on **true mahogany** logs and lumber were suspended by SR-100 to GCPR, but buyers and sellers must continue to keep records of transactions under GCPR.

Dollar-and-cents ceilings on direct mill sales of **hardwood-faced softwood plywood** are established under **CPR-153**. This includes all such sales regardless of who the seller is. Prices are spelled out for softwood plywood faced with unselected birch or maple veneer, white oak veneer, walnut veneer, and African mahogany veneer at approximate June levels. Prices for Philippine-mahogany-faced softwood plywood are fixed at about 14% above May-June '50 levels.

Amendment 2 to **CPR-98**, which covers pricing by **re-sellers of iron and steel** products, exempts all re-sellers of industrial steel products grossing less than \$100,000 a year from the sale of such items. A third amendment to CPR-98 permits re-sellers to recalculate ceiling prices immediately when costs go up, instead of waiting until the 16th of the following month.

CONSTRUCTION. CMP Regulation 6 was amended July 23 to permit builders holding an allotment, which they are unable to use, to sell surplus steel to any recognized steel distributor. Similarly it permits builders to sell surplus brass mill products to distributors who place orders in accordance with NPA Orders M-82, M-86, and M-88.

WAGES AND SALARIES. Revision of Resolution 57 by WSB provides a means whereby employers who have inaugurated or improved fringe benefits covered by the standards of **GWR-13** may petition the board for elimination of such improvements from the amount chargeable against the permissible 10% wage increase under **GWR-6**. **GSSR-8** has been revised to permit health and welfare plans for salaried employees to go into effect without prior approval if they cover a majority of employees and don't discriminate for any special group; if they are consistent with prevailing practice, and if they don't provide life insurance benefits before death, disability, or job severance.

another **HOMASOTE FIRST**
—designed to reduce the cost of building

NOVA



stabilized
**Roller
Doors**

and

Closet Fronts



Highest in quality...simple and inexpensive to install...here is the roller door as you knew it would one day be perfected.

Nova Roller Doors are described as "stabilized", because—through four years of intensive research and testing—the tendency to warp and twist has been reduced to the point where these doors have year 'round, all-climate serviceability. Exclusive new construction features have relieved the stresses and strains, minimized the danger of buckling.

These are hollow core, flush doors—1 1/2" thick—regularly sold in the finest plywood and lumber—from birch and gum to imported mahogany.

The closet doors are available in 9 standard opening sizes and 5 standard heights. The passageway door comes assembled in its wall pocket, ready for installation—in five standard opening sizes. Each type comes complete in one carton and can be installed by one man in less than 30 minutes.



Nova Closet Fronts replace the old-style front of an existing closet—or make a new closet out of any suitable recess. The Nova Front is simply set into the rough opening, aligned, nailed into position. The Nova Roller Doors are instantly installed. Two types, each in four widths, are available.

Let us send you fully illustrated and detailed literature.

NOVA SALES

OF TRENTON, N. J.

A wholly owned subsidiary of
Homasote Company—manufacturers of the oldest and strongest
insulating—building board; wood-
tested and striated panels.

NOVA SALES CO., Dept. 298
Trenton 3, N. J.

Send details on NOVA DOORS and
CLOSET FRONTS

Name

Address

City State

My lumber dealer is

"Do's and Don'ts" Listed for Hardwood Flooring

"Please Don't" is the title of a new folder published by the Maple Flooring Manufacturers Association to explain to the builder and floor layer the problems arising from expansion of kiln-dried hardwood flooring, caused by moisture absorption.

Divided in two parts, the folder suggests installation methods and care of Northern hardwood flooring and lists simple precautions to take in handling flooring at the job site. Suggestions on nail sizes and kinds also are included.

MFMA offers the publication to anyone writing to its offices at 35 East Wacker Drive, Chicago 1, Ill.

EMPLOYEE GUIDE

(From page 42)

3. Generally speaking, the salesman should consider himself an ambassador of good-will, seeking at all times to create a good impression and make a good name for the company.

4. As a service to our customers it is highly desirable that the salesman call on jobs regularly serviced by the company to determine their needs for the following day.

YARD AND DELIVERIES

1. This department is responsible for the storage and appearance of material on the yard and for its delivery to the customer. In this connection, the department head will exercise general supervision over the truck drivers and other yard help, giving assistance where necessary and when available to the loading and unloading of trucks.

2. This department head will supervise the unloading of cars and truck deliveries to the yard, determining in each case the proper place to store each item of material. In this connection, due consideration should be given to the contents of cars prior to their arrival in order to prepare a storage place well in advance of the time to unload it. It is highly desirable that items of lumber be stored according to length—even sheeting in-so-far as is possible.

It is realized that stacking according to length will slow the unloading of a car somewhat, but it is considered that the time which will be saved in getting up orders for delivery will more than justify the extra time taken in unloading. With a little practice it will be readily seen that a car can be unloaded according to length but little longer than otherwise. Another advantage in unloading to length is that the piles of lumber in the bins will not be turned over and generally dis-arranged as a result of looking for special lengths.

3. The general appearance and orderliness of the yard is a responsibility of this department. A clean, neat warehouse creates an impression of efficiency and will tend to favorably influence a prospective customer. Maximum use of yard help and truck drivers, when idle, should be made to accomplish this responsibility.

4. Unless the department head is engaged in some task to prevent him from doing so, it is desired that all spare time be spent in close proximity to the sales office, making himself available for getting up small orders for customers who are taking their material with them. This is necessary because it is important that the sales force remain in the office as much as possible in order to wait on customers.

OAK FLOORING AT ITS BEST

We are in a position to ship Oak Flooring with Air Dried Yellow Pine Boards. Also K. D. finish molding and all pattern stock in pool cars.

Block Flooring—6 3/4" and 9"
to be laid in Mastic.

HURTSBORO OAK FLOORING CO., INC.

PLANT AT
HURTSBORO, ALABAMA
Phone 129



Save a shocking amount of time spent fud-
dling with power tools — With READY
HUNG DOORS power tools aren't needed.



THE NEW
DOOR AND FRAME
PACKAGED UNIT

READY HUNG DOOR CORP., DEPT. C
FORT WORTH 2, TEXAS

5. The importance of the truck driver can not be over-emphasized. He it is who makes direct contact with the customer on the job. It is within the power of the truck driver to create either a good or bad impression in behalf of the company. He is therefore urged to be on his best behavior when dealing with contractors and builders on the job.

A discourteous driver can do more to ruin future business in 15 minutes than can be overcome in a much longer time. A driver should obligingly comply with any small special request of a customer. Any unreasonable request should be handled as diplomatically as possible, and should be reported to the department head for consideration and appropriate dissemination.

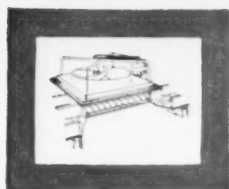
6. The maintenance of the trucks is the specific responsibility of the driver concerned. Any difficulty, however small, should be taken care of at once and should not be allowed to go for indefinite periods of time without proper attention. All trouble should be reported to the department head for appropriate action as he deems best.

MILLWORK DEPARTMENT

1. It is the responsibility of this department to produce quality millwork items in as short a time as possible. Under the direction of its present foreman we have managed to achieve a reputation for producing millwork of better than average quality, and it is desirable that this reputation be maintained.

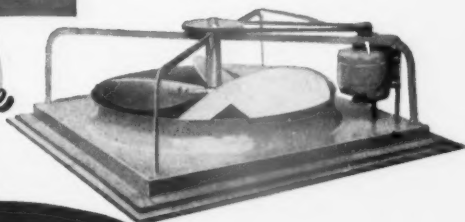
2. Since quite frequently the customer comes in direct contact with the millwork plant it is requested that every effort be made to create a good impression and maintain good-will. A friendly and courteous attitude toward the customer in the millwork plant will invariably result in repeat or additional business. This is, of course, to be desired.

3. The department head should insist that all safety precautions be strictly observed in the operation of all millwork equipment. Constant usage of certain pieces of equipment sometimes causes a person to relax or be over-confident. This situation usually results in all sorts of fingers flying through the air, and is highly undesirable. Therefore, please be careful. You are adequately cov-



in attic ventilation the right way is
WIND-WAY

Ranch House
Package Fan



SALES-PROVED

because

Designed to fit any type building easily, so that time, effort and installation costs are cut down to a minimum. WIND-WAY sets on the floor of the attic or trim of the well hole, is NEVER fastened in any way, yet moves MORE AIR quietly with absolutely NO NOISE or vibration. WIND-WAY sells "on sight" to people who recognize it as a simple, foolproof, superior fan.

WIND-WAY

FAN AND VENTILATOR CO.
531 St. Joseph St., New Orleans 12, La.

Write for descriptive
bulletin No. 9150

Get **EXTRA** Sales
MORE Profits!

with

TANDROTINE

The **Popular** **PAINT THINNER!**



IT'S PROVEN
IT'S ECONOMICAL
IT'S A Quality THINNER

TANDROTINE is preferred by both painters and home-owners for use wherever a high grade paint, enamel, or varnish thinner is needed.

That is because TANDROTINE is such an excellent thinner and cleaner of brushes, as well as a remover of grease. It also dissolves wax and does a hundred other household tasks. TANDROTINE has a high flash point, a pleasing odor, long leveling, and even flow. It is slow drying.

Get your supply now!

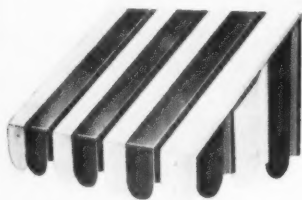
ORDER
TANDROTINE Today!

Get ready for
EXTRA Sales,
MORE Profits.



LEIGH *Aristocrat* ALL-METAL AWNINGS and CANOPIES

... the sure, easy way to cash in on the swing to all-metal awnings and canopies. Low-priced, beautiful, weather-defying, Leigh Aristocrats can be put up by minutes. Come in complete units, prepacked knocked-down. Stock only 6 standard sizes for most windows and doorways. Leigh Aristocrat Awnings and Canopies are built for extra long life. Their rigid steel construction withstands wind, falling icicles, etc. Steel is zinc coated and bonderized then finished with a zinc chromate primer plus a baked enamel finish. Standard colors: Alternate colored panels of white with green, blue or tile red.



WINDOW AWNINGS

Style 1-A: Projects 22" with 22" drop. For small to medium windows, screened porches, etc. Stock widths 35" or 40". Other sizes available.

Style 2-A: Projects 28" with 28" drop. Stock widths 35" and 40". For medium to large windows, terraces, patios, porches, store fronts, etc. Other sizes available.

DOOR CANOPIES

Style 3-C: Projects 41" with 14" drop. Stock widths 50" and 60". For doors, porches, terraces, store fronts, etc. Other sizes available.



Send for complete details. Also catalog 52-2 L for the complete Leigh line of metal building products.



**LEIGH BUILDING
PRODUCTS DIVISION**

AIR CONTROL PRODUCTS, INC.

Coopersville Sun Ave. Michigan

ered by insurance, but let's not collect on it.

4. The maintenance of equipment and millwork supplies is a responsibility of the department head. If, at any time, any item of millwork supplies gets too low the assistant manager or the manager should be advised.

5. Lumber which is used almost exclusively for the millwork plant should be noted from time to time with respect to quality. The assistant manager or manager should be advised when it is getting low.

ACCOUNTING DEPARTMENT

1. The bookkeeper is generally responsible for accurately maintaining a complete set of books as now exists in the organization and for mailing the regular monthly statements the first of the month, together with the few special statements during the month as required by some customers. Moreover, the bookkeeper has several other responsibilities normally associated with bookkeeping such as preparing various quarterly reports, writing occasional letters and keeping up with delinquent accounts to the extent which will be mentioned later.

2. In connection with the above, the following specific duties are listed:

(a) Accurately maintain the following books: Accounts Receivable Ledger, Accounts Payable Ledger, General Ledger, Daily Journal, and Trial Balance.

(b) Mail regular monthly statements (see paragraph #3 below).

(c) Get up special statements as required (see paragraph #4 below).

(d) Prepare various periodic reports such as Social Security & Withholding tax, Unemployment compensation, Sales tax, etc. (Note—there are also a few annual reports to be prepared but the tax returns are prepared by a CPA employed by the company).

(e) Keep the manager advised concerning accounts which become delinquent.

3. The mailing of monthly statements is primarily a bookkeeping responsibility. However, since the work load for the bookkeeper is generally heavy during the first of the month period, the assistance of other office personnel and sales force will be given as the press of business will allow.

4. Occasionally throughout the

month various customers may require certain information about their account, perhaps to the extent of providing them with a statement at a time when statements are not normally sent out. This information, or statement, as the case may be, should be courteously provided without hesitation as a service to the customer, even though it may make it necessary to make an additional statement for the same account before the end of the month. The statement itself is actually for the convenience of the customer rather than for our own convenience. In this connection, the policy mentioned in paragraph #2 of the General section of this Guide is the governing factor.

5. Answering the telephone and taking orders is primarily a responsibility of the sales force. However, under conditions whereby the sales force is occupied with customers, making it inconvenient for them to answer the telephone, the bookkeeper should do so if possible in order to promote and maintain smooth operation of the office.

6. Filing of invoices, obsolete or inactive ledger sheets, and similar items is a responsibility of the bookkeeper.

7. Writing business letters as opportunity permits is a responsibility of the bookkeeper.

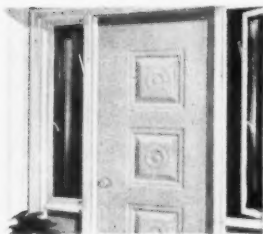


Divide ordering headaches by six—One READY HUNG DOOR unit includes all six door materials.



READY HUNG DOOR CORP., DEPT. C
FORT WORTH 2, TEXAS

PRODUCT PARADE



VENTILATING SIDE LIGHTS

The Farley and Loetscher Manufacturing Co., Dubuque, Iowa, has introduced front-entrance side-light units that can be opened for ventilation.

Placed on both sides of the front door, they permit air circulation without leaving the door open. The units are packaged with hardware and weatherstripping and instructions for assembly.

All lumber used is preservative-treated.

ALUMINUM CASEMENTS

The Universal Window Co., Berkeley, Calif., announces a new line of aluminum casement windows for all types of residential construction.

Frames and sash of these Donovan-Universal casements are precision-made from extruded aluminum sections. Flash-welded corner joints are weathertight. The operating sash opens beyond 90 degrees for full frame ventilation and for easy cleaning of both sides of the pane from inside.

These windows are made in all

standard sizes, with or without muntins, in any desired combination of operating and fixed sash. They are assembled and ready for glazing. Special sizes available on order.

NEW TOOL DISPLAYS

Stanley Tools, New Britain, Conn., offers two new display units to help sell more high-grade hammers and one to promote screw drivers.

The hammer displays are painted red as an eye-catching background for "100 Plus" nail hammers. Display unit OH features hammers with a distinctive octagon head and handle. Unit A shows regular hammers.

Either unit is free with an order of six hammers, three of which are held on the 17x14½-inch board.

The screw-driver display is of heavy-gauge metal enameled in yellow with blue and orange trim. It holds either of two assortments. No. 1 contains 80 Stanley screw drivers in 16 styles, with plastic handles. No. 2 holds 82 screw drivers in 10 styles,

with both hardwood and plastic handles.

Either display is free with orders of at least \$59.50.



SMALL HARDBOARD PANELS

The Forest Fiber Products Co., Forest Grove, Ore., has introduced a display of hardboard panels in assorted small sizes, called the "Budget Rack."

In a yard where it was first tried out, the Budget Rack sold over one-fourth of its stock during the first two weeks. It holds 80 panels in ⅛- and ¼-inch untreated Forest board in sizes of 12x24, 18x24, 24x36, and 30x48 inches.

The Budget Rack saves time since panels are labeled and priced, en-



MAIL THIS COUPON TODAY!

Mail to SOUTHERN BUILDING SUPPLIES.

806 Peachtree Street N. E., Atlanta 5, Ga.

YOUR NAME _____

FIRM _____

POSITION _____

MAIL ADDRESS _____

For more free information on these promising new products, check numbers below.

S-138 S-139 S-140 S-141 S-142

S-143 S-144 S-145 S-146 S-147

S-148 S-149 S-150 S-151 S-152

S-153 S-154 S-155 S-156 S-157

S-158 S-159

Continuous demand for Stanley continuous hinges

for tables, desks, chests, boat lockers, sewing cabinets



Get this FREE DISPLAY with purchase of 311 1/4 Hinge Assortment . . . customers see hinge operation and actual finishes. It's a big sales advantage. Ask your wholesaler.

The Stanley Works, New Britain, Conn.

The most famous doors in the world swing on Stanley Hinges

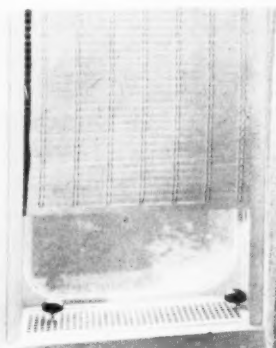


Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL

ables the dealer to stock small sizes without cutting and waste, and acts as a suggestion to customers to buy panels for various uses.

NEW SHADE DESIGN



Aluminum Lattishades—introduced on the new luxury liner, S. S. United States—soon will be offered to homeowners by Columbia Mills, Inc., 101 Park Avenue, New York 17, N. Y. The shades adjust easily to the degree of light wanted.

Lattishades are narrow aluminum slats, alternated with small aluminum rods, woven together by a combination of chenille, linen, and warp threads. This unusual weaving produces a vertical stripe at three-inch intervals.

The shades are raised and lowered on springless rollers by a new kind of cord that fastens firmly in place on the window frame. A special channel guides each shade at all heights to prevent swaying and rattling as the ship rolls.

PICNIC TABLE FRAMES



The Anthony Truck Co., P. O. Box 375, Paducah, Ky., now offers EZY-DO steel frames for making a combination picnic table and seats.

Some dealers assemble the tables themselves for resale; others cut the planks and let the customer build his own.

Each frame is welded together for greater strength. There are no frame bolts that require occasional tightening. For easy storing, the tables can be taken apart.

Painted green, the frames take planks of from 6 to 8 feet and can seat up to 14 adults.

SHINGLE PRESERVATIVE

Meta-Kote—made by the Meta-Kote Corp., 517 Gardner Building, Toledo 4, Ohio—is a protective coating for wood shingles.

Not a paint or stain, it is a special compound with a base of non-corrosive metal particles that literally bond a protective armor to the shingles, according to the makers.

Containing toxic preservatives that prevent decay, Meta-Kote has been known to last 10 years between coats.

ECONOMICAL MOLDING

Warp Brothers, 1100 North Cicero Avenue, Chicago 51, Ill., is offering an economy packaged molding for easy application of Warp's window material.

In addition to a regular wood screen molding of ponderosa pine, the company has introduced a new molding of a heavy fiber board bonded with a waterproof resin. This is said to be satisfactory for one-season installations. It retails for about six feet for five cents.

Both types are attractively displayed in their own cartons, helping to increase window material sales.

THREE-PANEL DOOR

The Ranch Door—made by members of Ponderosa Pine Woodwork, 38 South Dearborn Street, Chicago 3, Ill.—is a new three-paneled door offering new decorating possibilities.

The three equal-size panels are said to be architecturally correct for traditional, modern, or ranch-house styles.

Among the more popular decora-

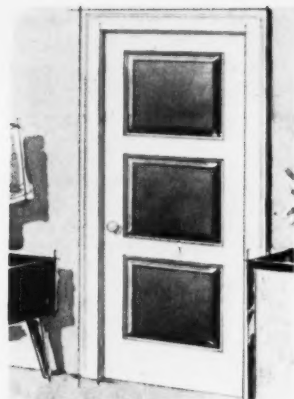


Misused materials mean missed profit—Stop it with READY HUNG DOORS.



THE NEW DOOR AND FRAME PACKAGED UNIT

READY HUNG DOOR CORP., DEPT. C
FORT WORTH 2, TEXAS



tions are two- and three-color effects or decorating the door panels with wallpaper motifs and decals.

The association will supply specifications and a list of manufacturers now making these doors.

CRAWL SPACE COVER

The Ruberoid Company, 500 Fifth Avenue, New York 18, N. Y., has introduced a crawl space cover and concrete slab waterproofing to avoid the rise of moisture and chill in basementless houses.

This new material consists of a strong base felt, thoroughly saturated with asphalt, and reinforced on both sides with a special coating.

This material can be installed inexpensively without special equipment or hot materials.

STORM AND SCREEN DOOR

The Alumatic Corporation of America, 2081 South 56th Street, Milwaukee, Wis., recently introduced

an all-aluminum combination storm and screen door. It retails for about \$49.95, including hardware.

The unit consists of a strong, hollow aluminum frame, upper and lower storm sash, and upper and lower screen panels that are interchangeable.

The jamb is of extra-heavy aluminum and assures a custom-fit job for every installation.

No painting is needed. This unit is said not to warp, rust, check, swell, or shrink.

PNEUMATIC NAILING TOOL

The Fox Nailer Corp., 3706 Airport Way, Seattle 4, Wash., announces a new semi-automatic nailing tool that attaches to any pneumatic hammer with a No. 2 Morse taper.

It drives 6- to 16-penny common nails. The nail is fed head first into the muzzle of the nailer and driven by rapid blows of an alloy steel plunger when the trigger is pulled.



It reduces operator fatigue, especially on overhead nailing jobs.

The nailing attachment is 6 inches long and weighs 1 pound.

Flash! NEW PRODUCTS!

For full details on these products, use coupon on page 81.

S-138. Goulds Figure 3631 cellar drainer is the close-coupled type that provides protection from flooded cellars without disadvantages of submerged-type drainers. It is claimed to be always free from binding or clogging due to accumulated silt, sand, coal, ashes, or dust.

S-139. A twin brush floor polisher, Westinghouse model FP-2, has two 6-inch counter-revolving brushes and handle swivel. Standard equipment includes two felt buffing pads and two brushes for polishing. It operates on a 1/4-HP motor. Weight is only 16 1/2 pounds.

S-140. X-Haler moisture vent tubes are made of aluminum to prevent rust streaks. No skill is required to apply them to either new or old structures to eliminate blistering, cracking, and peeling of paint due to excessive moisture.

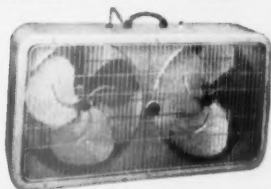
S-141. An inexpensive new window lock, the Safety-Set, resists a compression of 90,000 pounds per square inch. According to the manufacturer, a burglar by using his own weight and leverage of a 12-inch pry can exert over 1,000 pounds, enough to quietly pull screws out of swivel-type window locks. The "jimmy-



FANS TO YOUR BUILDER AND RETAIL TRADE

IT WILL PAY YOU BECAUSE FRESH-AIR MAKERS ARE FINE FANS, TOP PERFORMERS WITH GOOD LOOKS AND STERLING QUALITY. ALL PRICED RIGHT!

HERE ARE 3 POPULAR LEADERS FOR '52



A casement window fan of 2500 cfm., for popular sizes steel or aluminum windows. Also an A No. 1 job for sash windows or for the floor. Complete, quiet, good looking.

LISTS FOR ONLY \$59.95



A grand slam of the ever-popular attic fans—horizontal and upright—anything you need—17 models including a giant 25,000 cfm.



Carry-about fans for use anywhere, handy, good looking, breeze up, down or sideways, attractively priced, easy to sell.

**AND REVERSIBLE
WINDOW FANS,
EXHAUST FANS,
UTILITY BLOWERS,
SHUTTERS and CONTROLS**

FULL DETAILS IN NEW LITERATURE

**SCHWITZER-CUMMINS
COMPANY**

VENTILATING DIVISION

INDIANAPOLIS 7, INDIANA

*Builders of Fine Fans and Blowers
for over a Third of a Century*

A FAST "ONE-TWO" FOR BIGGER \$ALES\$!



Follow-through with **SISALKRAFT**

everytime you sell one or more
bags of cement.

IT'S a natural selling combination because
SISALKRAFT CANNOT be matched for:

- (1) Covering the fill before pouring concrete;
- (2) Covering the newly poured concrete to protect and cure it properly.

And, remember, **SISALKRAFT** is a profit-building combination sale with many other building products. It's tough, waterproof, and windproof... with all the features and quality that make it easy to sell and satisfy your customers.

SISALKRAFT

Is Nationally Advertised
to help you sell

For complete kit of samples,
display materials, and selling
aids free of charge...

write Dept. SBS-8



THE SISALKRAFT CO.

205 W. Wacker Drive, Chicago 6, Illinois
New York 17, N.Y. • San Francisco 5, Cal.

proof" Safety-Set has two slim inserts of fine steel. Both halves of windows can be locked closed or five inches open.

S-142. A new low-cost magnetic door latch is said to keep even warped or sagging doors firmly closed. The striker plate of this Heppner latch is mounted on a phosphor-bronze leaf spring that tips the striker plate slightly away from the magnetic pull for easier opening and cushions the impact of closing the door.

S-143. American DeLuxe floor maintenance machines now have an improved handle design. It swings around so that trailing wire is on either side of the operator. Handle also holds receiving unit for the cord, out of operator's way.

S-144. Weather-Shield gypsum sheathing now has a yellow and black label to attract attention. It carries a message about the Certain-teed product's fire-proof and water-repellent advantages.

S-145. Westinghouse now makes a new steam iron with an open-end handle. The base has 30 square inches and 15 vent holes. Open handle end permits easier ironing of sleeves, easier filling with water.

S-146. A new sales kit for Zonolite vermiculite insulation is offered as "extra sales ammunition." It holds brochures for home-owners.

S-147. Thermopane double-glazed insulating window panes now come in a new size for metal sash panels. The 1/2-inch-thick light is 36 by 24 inches. Ventilating units for the 34-11/16 by 22-11/16-inch panels also are available.

S-148. The Sico portable steel bleacher has a "police-up" design feature that eliminates cross-brace obstructions beneath bleacher sections, forming an open tunnel the length of the bleacher row. Grounds men can then easily clean up paper, pop bottles, and other trash when the crowd leaves.

S-149. Coronet plastic wall tile now carries an unconditional guarantee that tile will match in color regardless of time lapse between shipments. This permits smaller dealer inventory and eliminates the problem of shade discrepancies of some tiles.

S-150. Because of increased demands for more panelboard sizes to facilitate home-owner installations, Barelay plastic-coated colored panels for walls and ceilings now come in seven lengths. They are 4 feet wide and 4, 5, 6, 7, 8, 10, or 12 feet long.

S-151. A new roofing compound, Dasruf, is said to be fire-resistant and crack- and wrinkle-proof despite long exposure to sunlight. It contains no solvents. It is applied with brush or spray on damp or dry surfaces. It comes in red, green, gray, and black.

S-152. Sheffield "Super Hot" is a ready-mixed aluminum paint that is said to bond permanently to practically any metal surface upon subjection to heat between 500 and

1,600 degrees F. It adds a protective and decorative finish to furnaces, pipes, and other surfaces.

S-153. Mirropane transparent mirror now comes in three new sizes—12x20, 20x20, and 20x30 inches. Smaller sizes are to give customers more economical range of stock.

S-154. Stanley No. 7020 nickel-plated adjustable closet bars can be displayed prominently on a new permanent-type metal stand. Painted blue and yellow, it measures 9 3/4 by 14 1/2 inches and mounts one bar. Free with order of 12 bars of one size or six each of two sizes.

S-155. Customers choosing a Martin-Senour paint shade are now offered a new method of matching colors. Replacing the old color card are 181 painted exterior color chips displayed at a counter "color swatch bar." The customer chooses chips, takes them home.

S-156. Amweld steel sliding closet door units are now made with a birch-grain finish to harmonize with flush birch swing doors. They require no additional painting, can be wiped clean, and retain their natural-looking finish. Non-tarnishing plastic door pulls are supplied.

S-157. Parts of the Shogren waterproof threshold that formerly were extruded in brass and aluminum are now being rolled in stainless steel. This improvement adds extra strength and assures permanent protection against rust and discolorations.

S-158. "Best-Vent" is a new aluminum double-hung window, designed primarily for use in low-cost residential construction. With one easy operation, the Best-Vent window opens equally and simultaneously

Better material and workmanship reduces painting cost

ASK FOR

THE NEW
DOOR AND FRAME
PACKAGED UNIT

READY HUNG DOOR CORP., DEPT. C
FORT WORTH 2, TEXAS

from top and bottom. These window units are factory glazed with double-strength glass.

S-159. The Plastic Dome, a new metal awning, gets its name from the plastic panels that slip into slots in the frame to form the top. Removable for change of color, these polystyrene panels are said not to fade, tear, or rip.

NEW EQUIPMENT

These new products may cut your business operation costs.

LOW-COST SAW SETTER

The Wilco Machine Works, 1301 North Hollywood Street, Memphis, Tenn., has introduced a low-cost device to set saws quickly and accurately.

This Lasso Universaw "Saw Doctor" setting outfit includes pliers with micrometer adjusting dial, punches and dies for nearly any set-tooth type band or circular saw, spare parts, and an indicator that checks the set to .1 mm.

The device is imported from Sweden. It has been used in thousands of mills in Scandinavia and other parts of the world.

NEW-TYPE SCAFFOLDING

The Jagiel Manufacturing Co., Swanton, Ohio, announces Kwik Skaf, an iron pipe scaffold that can be erected to any height or width without nuts, bolts, braces, or pins, according to the makers.

Invented by Jagiel, a former welder and construction worker, the new scaffolding consists of only two working parts—a truss frame and a tie frame.

On a recent job, two men erected a scaffold with Kwik Skaf to a height of 60 feet in one hour and 15 minutes.

The 5-foot sections are easy to store and carry. It is claimed that if the ground under the base plate should give, the scaffold will bind as there are no bolts to shear off. Laboratory tests show the scaffold holds 270 pounds per square foot.

VERSATILE FLOOR POLISHER

A new floor maintenance machine for scrubbing, polishing, steel wooling, disc sanding, and buffing floors is now offered by the American Floor Surfacing Machine Co., Toledo, Ohio.

Designated Model A.L.M. 13, it is used on wood, tile, asphalt, concrete, rubber, terrazzo, or marble. It features a 13-inch brush spread and the riding-on-head type of construction. A mar-proof bumper guard protects both machine and walls.

The handle automatically adjusts to

desired height when operator tilts it to position. A safety-type bar switch on the handle stops machine instantly when operator releases grip.

FIRE SHIELDS

A lightweight fire shield of glass-fiber insulation has been developed by the Gustin-Bacon Manufacturing Co., Kansas City, Mo.

Weighing only 26 pounds, the shield can be carried by one man easily over ditches or rough ground. It enables the carrier to approach within a few feet of a fire, with protection against radiant heat. The user looks through a "peep hole" at eye level. His face is shielded by copper wire that disseminates and dissipates heat.

The shield is made of Ultralite glass-fiber insulation that is highly resilient, will not dent, break, or chip. It is fitted on a framework of tubing. Two- and three-man shields on wheels also are available.

REINFORCED SHELVEING

The Equipto Division, Aurora Equipment Co., Aurora, Ill., is now marketing a new line of Iron-Grip shelving. Store and shop shelves are designed to hold one ton on each shelf.

Re-enforced sides and center of shelves are equipped with 1x1-inch angle irons, 1/8-inch thick. Front and rear have U-shaped re-enforcing channels.

A special Iron-Grip stud slips into a hole in the shelf and then into a keyhole in the up-right for quick assembly. The shelf is then pressed down and assembly is then complete.

PERSONALIZED CATALOGS

The John S. Swift Co., Inc., 2100 Locust Street, St. Louis 3, Mo., now offers dealer catalogs for their salesmen that are "tailor made" to fit individual needs.

Primarily, they are neat and lightweight, replacing the clumsy, heavy salesman's catalog that is overflowing with spec sheets.

Write John S. Swift for prices and fuller details.

PORTABLE ROUTERS

Stanley Electric Tools, New Britain, Conn., has introduced new 2- and 3-HP portable routers for routing stair stringers, chamfering heavy timber, boat building, and other purposes.

The 2-HP model R22 has a switch trigger located for easy operation while a firm grip is retained on the handles. Design prevents router from rolling when placed on its side. It is equipped with a micrometer depth adjustment.

The housing and base are polished aluminum. Other features are oversized sealed-in ball bearings, non-slip collet-type chuck, and an 18,000 RPM motor.

SPIREX SASH BALANCES

Quiet

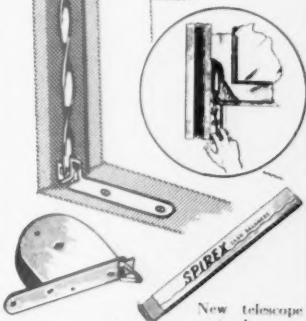
Special SPIREX coating insulates against noise and protects balance from rust. SPIREX gives you quiet operation with years and years of trouble-free service!

Smooth

Patented spring construction with separated coils eliminates rasp and friction . . . makes windows slide smooth-as-you-please for the life of the building.

Adjustable

Tension can be adjusted after balance is installed for perfect lifting power according to sash weight. Requires only 4-5 turns for average sash.



Manufacturers of
precise clock spring
balances since 1888.

New telescope
carton has complete
unit and accessories for
the job.

Marion T. Davis & Company

281 North Ave., N.E., Atlanta, Ga.
Day: Emerson 6474; Night: Exchange 2278

J. Scobey North

Nat'l City Bank Bldg., Dallas 1, Texas

Phones: Prospect 7251, Lakeside 0701

CALDWELL MANUFACTURING CO.
63 Commercial St., Rochester 14, N. Y.



Looking to Hoo-Hoo's Biggest Convention—in Denver!

PLANS for the 61st annual convention of the Concatenated Order of Hoo-Hoo were started at a joint meeting of the Supreme Nine and the board of councillors in Milwaukee last November. The convention will be held September 7-10 at the Brown Palace Hotel in Denver, Colo., for Hoo-Hoo education, information, and inspiration.

You Sell More

Room for Living!

when you sell
EZ-WAY
FOLDING STAIRWAYS

Get your share of the remodeling market! Builders and home owners alike find EZ-WAY Folding Stairways the practical way to convert waste space into attractive dens, playrooms, bedrooms and storerooms. The perfect answer to more room for living! EZ-WAY Folding Stairways come completely assembled, jamb included, panel attached for easy installation.

WRITE FOR NAME OF NEAREST DISTRIBUTOR:

EZ-WAY SALES, Inc.

BOX 100, DEPT. 2, ST. PAUL PARK, MINNESOTA

Denver Club No. 74 will be hosts to Cats and Kittens from throughout the nation. Attendance is expected to exceed that at last year's "supreme concat" in Miami Beach, Fla.

The Supreme Nine photograph above includes four standees: Bojum Ernst W. Hammerschmidt, 43385, Lombard, Ill.; Gurdon Arthur H. Geiger, 48405, Tacoma, Wash.; Scrivenoter John B. Egan, 45206, St. Paul, Minn., and Arcanoper Martin J. McDonald, 27358, Port Arthur, Ont., Canada.

Seated, left to right, are Junior Hoo-Hoo George T. Soltis, 47587, Stratford, Conn.; Senior Hoo-Hoo Harry B. Weiss, 19729, Memphis, Tenn.; Supreme Hoo-Hoo Carl B. Gayotto, 36385, San Diego, Calif.; President (Past Snark) Lynn Boyd, 36660, Pampa, Tex.; Snark Robert B. Stalker, 36918, Quincy, Mass.; Secretary Ben F. Springer, 34265, Beertown; Custocatian John H. Dolcater, 37372, Tampa, Fla.; Treasurer Edwin F. Fischer, 41901, Milwaukee, Wis., and Jabberwock Clifford H. Schorling, 45533, Kansas City, Mo.

The General Convention Committee has arranged a program that balances Hoo-Hoo business with plenty of time for sightseeing in Rocky Mountain vacationland. The program in brief:

Sunday, September 7, registration and sight-seeing.

Monday, September 8, morning business session and mixed luncheon at the Brown Palace. Concatenation and stag party at Cosmopolitan Hotel. Dinner and fashion show at Brown Palace for the ladies.

Tuesday, September 9, morning

business session at Brown Palace. Mountain trip in afternoon concluding with chuck-wagon dinner at the Red Rocks open-air theater, where party will see performance by the Koshare Indian dancers.

Wednesday, September 10, morning and afternoon business sessions broken by mixed luncheon at Brown Palace. Dinner-dance there concludes convention that evening.

Requests for reservations should be made to the Housing Chairman, Hoo-Hoo Convention, 225 West Colfax Avenue, Denver, Colorado.

HOO-HOO LOG

TAMPA, FLA.: Hoo-Hoo Club No. 56 will sponsor the sale of season tickets to home football games of the University of Tampa again this fall. In years past this project has won considerable publicity for the Tampa Cats among sports fans. Supreme Custocatian John Dolcater urged large attendance at the International Hoo-Hoo convention in Denver in September. Bob Mygrant and Wilber Davis, Jr., were chosen as the club's delegates.

HOUSTON, TEX.: Cats who had served the fraternity 25 years or more were honored here July 24 with a dinner and social hour at Cousins Restaurant. Lynn Boyd came over from Pampa and Russ Eagle from Lufkin to say a few words of congratulation. Two couples were lucky winners in the "Denver for a Dollar" drawing of free trips to the Hoo-Hoo convention in Denver in September.

Biggest Building Blocks

The Miracle Block and Tile Corporation has introduced another "biggest" for Texas. This Houston firm now makes a building block 16 by 32 inches, with a colored facing.

The plant can turn out 20,000 blocks this size in a week. They are used for homes or commercial buildings—and swimming pools.

Just to make sure Texas will continue to make the biggest building blocks, the company is making samples of a block 32 by 64 inches!

Lumber Town Celebrates

The town named for the E. L. Bruce Co., "World's largest maker of hardwood floors"—Bruce, Miss.—celebrated its silver anniversary July 4. Some 5,000 people enjoyed a free barbecue, speeches, and street dancing.

Citizens presented E. L. Bruce, Jr., the Bruce company president, a plaque in recognition of the major part his firm played in developing the community.

When Bruce purchased 21,000 acres of land around the town, a railroad had to be built to transport the rich hardwoods. The town now has 2,000 permanent residents, 89 businesses, three churches, a Rotary Club, Masonic Temple, Chamber of Commerce, and school with 1,000 students.

CHEAPER WAY

(From page 45)

house and then varied the design by adding a 12 x 4-foot offset on either the kitchen, a combination of the kitchen-living room, the living room alone, or one of the bedrooms. They thus secured five floor plans for houses of approximately 720 square feet—and at the same time broke up the usual monotony of project construction.

The real ingenuity of their planning lies in the fact that despite this variation in floor plans, all interior partitions in the houses are identical. The plumbing, heating, and cabinet work—all shop-fabricated—is the same in all of the houses.

The shop, in a building 75 x 103 feet, is manned by a crew of five carpenters and one laborer. They turn out the sections needed for

three houses in one day. One wing of the building is set off for making cabinets and linen closets.

"What we do in the plant," Munday explained, "is no different from what the average conventional carpenter will do on the job, except that where the carpenter will build his walls laying down on the sub-floor of the house under construction, we build ours in exact, pre-determined sections of standard widths of 4, 6, and 12-foot panels on jigs in our shop."

The panels are turned out of the shop in backward rotation from the order of erection. During a trial run, a crew of four carpenters and two laborers assembled the shell of one of the houses in six hours. The houses are designed to allow maximum efficiency and speed in interior work.

For example, after sub-flooring has been put down, the exterior wall sections are put in place and trussed. The inside house area then is left open to make flooring easy. None of the interior partitions are weight-bearing.

Materials used in the houses include:

Floors—2 x 6 on 16"-center, half-inch plywood sub-flooring and No. 1 oak flooring.

Walls—2 x 4 on 16"-center covered by half-inch plywood sheathing and asbestos sidewall shingles.

Roofs—rafters and ceiling joists trussed on two-foot centers and covered with half-inch plywood sheathing and 210-pound composition shingles.

Inside partitions—2 x 4 on 16"-center with gypsum-board interior finish.

Through the labor savings, the firm has been in position to ably meet a highly competitive market by offering a number of extras which had not formerly been built into this price house in this area.

Among the extra features are concrete driveways, double compartment sinks, floor furnaces, plastic cabinet tops, picture windows, No. 1 oak flooring, selected color walls, and paving on both main and cross streets.

After a single week of advertising, 27 units in the original 95-house new project had been sold. Some 250 of the houses will be built in Amarillo this year, if the market warrants.

Cooper pointed out that the flexible floor plan—by putting the offset where the buyer wants it—has proven a big factor in sales. "If a lady wants a proportionately

large kitchen, we can give her the floor plan she wants. If another wants a big bedroom, we have that too, and at no extra cost to either of us," he said.

Cooper said that another major factor in sales, which was made possible by the labor savings, has been that the quality home can still be sold for \$7,000. Since FHA requirements now call for only 5 per cent down on houses of \$7,000 or under, the sales program is aimed at the large group of "non-veterans" who have had considerably more trouble getting together the money for down-payments.

Munday and Cooper are so completely sold on the new method of sectional construction that they are formulating plans for an extensive three-bedroom housing project, which they believe will even have a number of decided improvements over the present plan.

They expect their method of sectional construction, which they say will save the builder money and let him give the buyer a bargain even in these times, eventually to be widely adopted throughout the industry.

**NOW Complete
Stocks of
Aluminum
Molding**

to serve the
**BUILDING
SPECIALTIES
INDUSTRY**

Prompt Shipments

Decorate with
DECORITE
Aluminum Molding
for every purpose

WRITE TODAY FOR COMPLETE CATALOG
DECORITE, INC., 2116 PEACHTREE RD., ATLANTA, GA.

Dorflo
floating action
door hangers



for
RECESSED DOORS

the *Modern way*

DORFLO is a new concept of door function and design... a simple, fool-proof, scissor like mechanism, telescoped from within the wall.

DORFLO makes sliding doors literally float in and out of their pockets with just a gentle pressure of the finger-tips... so easy even a child can operate it.

- No complicated overhead tracks
- No noisy floor runners to drag and jam
- Simple installation
- Available in:
 - E. D. wall sections
 - Packaged hardware
 - Ready-unit sections—completely assembled wall sections including all hardware, finished split panels with built-in steel stiffeners.

Write for name of
Nearest distributor

EZ-WAY SALES, INC.
Dept. 5, Box 300 St. Paul Park, Minn.



START
Doubling
YOUR EARNINGS

ON
QUALITY COMBINATION
WINDOWS AND DOORS

\$300 FOR TOOLS STARTS
YOU INTO MANUFACTURING

Even the buying public is
now looking for quality

Get the Kaufmann Plan

KAUFMANN CORP.
17212 GABLE • DETROIT 12

DEALERS in the NEWS

KENTUCKY

MADISONVILLE: The Ruby Lumber Co. recently added a new department to serve its customers—a plumbing and heating department. More than \$600 in prizes was given away during a three-day "open house" to introduce this new service.

SCOTTSVILLE: The Macon Lumber Co. is being rebuilt on Holland road after a fire wiped out its yard in Lafayette several months ago. The firm bought the site here after deciding to leave Lafayette.

CALVERT CITY: J. B. Charles, and Mary Louise Boon Conn have incorporated the Calvert City Lumber Co. The new firm deals in all types of building materials.

ARKANSAS

FORREST CITY: G. T. Kitchens, Jr., has been named new manager of the Harlan-Noe-Benton Lumber Co. here. With eight years' experience in the building supply business, he was associated with the company yard in Little Rock. Joe Hughes is his assistant.

OZARK: Ralph F. Nee has moved here from Muskogee, Okla., to manage the Twin City Lumber and Supply Co. He replaced H. F. Ellis, who recently resigned.

EUDORA: The B-K Lumber Co. is building a 32x70-foot asbestos warehouse along a railroad. It will be used to store lumber and other building materials.

HARRISON: The E. E. Bonsteel Lumber Co. is rebuilding on the site where a \$75,000 fire on June 25 destroyed its plant. An office has been set up in one of the five Bonsteel brick buildings. Although the records were safely stored in a fire-proof safe, some were scorched a little.

MISSISSIPPI

KOSCIUSKO: Bill Ramsey has moved here from Aliceville, Ala., to manage the Ewart Lumber Co. A dealer with 20 years' experience, Ramsey was president of the Aliceville Rotary Club, chairman of his county Red Cross chapter, and a director of the Alabama Retail Hardware Dealers Association.

VICKSBURG: W. W. Bailey and J. F. Garst, president and general manager respectively, recently opened the Contractors Lumber and Supply Co. at Washington and Belmont Streets. It is affiliated with the Bailey Lumber Co. in Jackson and the Bailey Lumber and Supply Co. in Gulfport. For several years Garst owned his own roofing firm and has worked in every phase of the building supply business.

POPLARVILLE: Alvin Gipson re-

ports that a 44-foot extension is being added on the back of the store and office building of his Southern Lumber and Supply Co. It will be used for warehouse space and increase the area in the front available for displays.

LAUREL: The frame warehouse of the Carter Building and Supply Co. was a total loss in a recent \$100,000 fire.

LOUISIANA

NEW ORLEANS: Edward H. Levitt, president of the Poydras Lumber Co., recently bought the lumber yard of S. M. LeBaron. The firm now is known as the Levitt Lumber Co., Inc.

LAKE CHARLES: Alvin Olin King, vice-president of the Powell Lumber Co. and prominent attorney, was installed recently as president of the Louisiana State Bar Association.

CLINTON: The W. A. Hood Lumber Corp. has changed its name to the Clinton Lumber Co., Inc.

MONROE: Terzia Lumber and Hardware, Inc., is the new name of the former Parlor City Lumber Co.

ALEXANDRIA: A new lumber firm recently opened here, the Willow Glenn Builders Supply Co. It advertised "special prices for cash and carry."

KANSAS

RUSSELL: An extensive remodeling program recently was completed at the Russell Lumber Co. The exterior is of buff brick. Warehouse space has been increased to hold over 10 carloads of lumber. The interior was attractively redecorated. The Houston Lumber Co. recently celebrated completion of its new lumber storage shed with an "open house." It is 152 feet long and two stories high. Cecil Bassett recently resigned as manager of the Hardman Lumber Co. after 26 years with the Hardman chain.

KIOWA: A. A. Stocker, who has managed the T. M. Deal Lumber Co. yard here since 1938, recently was transferred to Dodge City. Tracy Rugg was advanced to manager of the Kiowa branch.

BURNS: William L. Baird recently resigned as manager of the Co-operative lumber yard here. LeRoy Riggs is his successor. Baird's new work is in El Dorado, where he lives. He commuted each day to Burns.

HOPE: Construction is underway on a new warehouse for the Roehman Lumber Yard. It will house cement, shingles, and several other items.

PITTSBURG: Modern "pirates" entered the Pirate Lumber Co. recently to help themselves to merchandise valued at \$747.47. Items stolen in-

cluded a boat motor, flashlight, four fishing reels, revolver, target pistol, automatic rifle, two pairs of binoculars, and some fly-rod lures. Police believed the burglars entered the store Saturday during busy business hours and released a bolt lock on a side door, permitting them to re-enter later.

OSAWATOMIE: Olin Davis has moved here to manage the Leidigh and Havens Lumber Co. branch. He formerly was assistant manager of the Bethany Lumber Co., a Leidigh and Havens yard in Bethany, Mo.

BLUE RAPIDS: John Newberry, who managed the Burgner-Bowman-Matthews yard here for 14 years, has been promoted to district manager of the company. He is well known for his ability to train young executives who later have become managers of other B-B-M yards. One of his "protégés," Marvin Weeks, now succeeds him as manager of the Blue Rapids yard.

NORTH CAROLINA

LIBERTY: The Staley Lumber Co. has been granted a charter of incorporation to deal in building materials. Authorized capital stock was listed at \$200,000.

CHARLOTTE: P. B. Barnes, John O. Ross, and Edward Barnes have opened Barnes and Ross, Inc., new building supply firm here.

OKLAHOMA

EL RENO: Perry H. Howard has moved here from Clinton to manage the El Reno Lumber Co. He has been in the building supply business 17 years.

JONES: Ira Riley has been made manager of the Davidson and Case lumber yard here.

STROUD: The Evans Lumber Co. has filed articles of incorporation, with capital stock listed at \$150,000.

TEXAS

CROSBYTON: Perry Bell and J. M. Willson showed a large crowd of visitors through their new yard. Willson and Bell Lumber Co., during a recent "open house." . . . Construction is underway on a new office building for the Higginbotham-Bartlett Lumber Co.

CLEVELAND: W. C. Lindley, lumber and building materials firm here, recently opened a new branch yard on Highway 59. Waymon Foster manages the new firm.

SAN ANTONIO: The South Loop Lumber Co. observed its removal to large quarters at 3510 Roosevelt Avenue here with a week-long "open house." Manager W. A. Abbott has appointed a sales manager, H. D. Peabody.

ABILENE: The Willis Lumber Co. has moved into its new air-conditioned building, according to Owner Tom Willis. . . . The Chapman Lumber Co. has bought the I. N. Roberts Lumber Co. here.

DUMAS: The Farrell Lumber Co. has been granted a charter of incorporation.

HONEY GROVE: George Turner, who recently opened a lumber yard on East Main Street, has bought the stock of Luttrell's Paint Store.

FREDERICKSBURG: The Stein Lumber Co. entertained its 31 employees recently at an annual chicken barbecue supper. Two men received 30-year service pins and wrist watches. Wives of each employee received cutlery gifts. The Stein firm was founded here in 1892 by Franz Stein.

FORT WORTH: The W. J. Hancock Paint and Wallpaper Co. recently opened a new store in the Fair Oaks shopping center here. This is the fifth store to be opened here by the 19-year-old firm. Earl Carter is acting manager of the newest addition.

BERTRAM: E. F. Allen recently sold his Home Lumber Co. to the Bertram Lumber Co. and then bought stock in the Bertram firm. Allen will manage the consolidated firm, which uses the Bertram name.

LLANO: William Cameron and Co. invited the public to see its new re-

INCINERATION

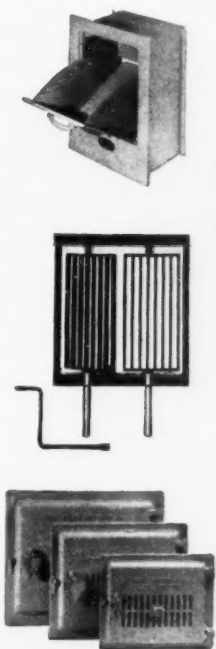
The Real Answer

Cheap gas for home heating is bringing a disposal problem for a great number of households that, under previous conditions would have burned refuse in the coal furnace. . . . For new homes, this creates an imperative need for a dependable incinerator built in with hopper door in the kitchen. For the older home that has converted to gas, there are several types of incinerator solution, all described in Donley literature.

Give your mason customers the added service of Donley Incinerator parts, Donley plans and instructions. Eight specifications provide for everything from small cottage to large apartment or industrial plant. Donley hoppers, grates, doors, gas burners, etc., are of advanced and practical design, with dependable quality. Write for booklet.

The Donley Brothers Co.

13902 Miles Avenue
Cleveland 5, Ohio



IMMEDIATE DELIVERY!



FAMOUS BESSLER Disappearing STAIRWAY

The big problem in modern housing is: more room at slight extra cost. Cash in on this need NOW, with the original and genuine Bessler Disappearing Stairway. Affords quick, easy access to upper areas; slides up into ceiling; takes up no space in room below. Hundreds of thousands sold in the last 40 years. We can fill your requirements right now—get the steady extra profits that this high-utility product can assure you.

WRITE FOR DETAILS!

FEATURES

1. Seven models
2. A real stairway
3. Operates from above and below
4. Full width treads
5. Full door width
6. All steps equal height
7. For old and new installations
8. Safety-engineered
9. The original disappearing stairway
10. Tailor made for all heights

The Bessler Disappearing Stairway Co., 1900 E. Market St., Akron 5, O.

tail store here recently. Manager Ruben Balke reported a good crowd.

BLOOMING GROVE: Herman Barham and his son recently bought a building in a new location to house their lumber yard. New lumber sheds were built.

BENAVIDES: The Vaello Lumber Co. has converted some of its lumber sheds into workrooms for modern equipment in preparation for their new promotion of ready-cut houses. Materials will be cut here and moved to sites for assembly.

SWEETWATER: The Brown Lumber Co. held a formal opening for their newly remodeled plant recently. The entire business has been enlarged and lines increased.

LUFKIN: Ernest Lynn Kurth, prominent lumberman here, recently was awarded an honorary Doctor of Law degree by Southern Methodist University in Dallas.

BROWNFIELD: Fred Smith, manager of the Cicero Smith Lumber Co., has announced plans for construction of a \$40,000 office building and storage warehouse for his firm.

CORPUS CHRISTI: A charter of incorporation was granted the Westgard Lumber & Supply Co. Incorporators are Norman A. Westgard, H. J. Jones, and A. M. Jones.

GEORGIA

COMMERCE: Co-Owner W. C. Wright announces that Cecil Harris has been appointed manager of Wright Builders and Farmers Supply here. Harris joined the firm shortly after returning from military service as a GI managerial trainee. This retail firm was established by Mr. and Mrs. Wright in 1946.

MISSOURI

GRANT CITY: Almon Motsinger, manager of the T. E. Snowden Lumber Co., recently was elected president of the Grant City Chamber of Commerce.

CLARENCE: Howard Linville has succeeded Milburn Manford, who resigned as manager of the North Missouri Lumber Co. Manford is now with the locker plant.

TRENTON: George Mapes recently sold his interest in the Dye-Mapes Lumber Co. to Charles Dye. Mapes entered the lumber business in 1951.

CANTON: A formal opening announced to customers of the Canton Lumber Co. that the firm is now in its new buildings. For years the firm was located where it was impossible to carry on business during a flood. Recent heavy rains proved that the present set-up is safe, with warehouses and office built off the ground.

KEARNEY: The Major Brothers Lumber Co. yard here re-opened July 1. It was operated for many years by the late Weeden and Slaughter G. Major. Their nephews, Oren and Yates Major, operate a yard in Smithville and will handle the Kearney yard.

HANNIBAL: Charles A. Cruikshank, 82, has retired after 63 years in the lumber business. He is the last of the Cruikshank family here, who have been prominent in lumber and banking circles for nearly a century. He will live in Everett, Wash., with his son, Charles A. Cruikshank, a lumber broker.

WELLSVILLE: Walter Boyles spoke on New Guinea, where he was stationed during World War II, recently at a Kiwanis Club meeting. He explained why he thought it necessary to protect New Guinea during military conflicts. He is manager of the LaCrosse Lumber Co.

CARUTHERSVILLE: The Pemiscot Lumber Co. is adding to its building to provide room for more merchandise, according to Manager Cliff Smith.

FLAT RIVER: The Robinson Lumber Co. is undergoing a complete modernization program. A new front

is being built and a driveway to an alley is being built up to carry heavy traffic.

BRECKENRIDGE: The North Missouri Lumber Co. is building a new office building.

MEMPHIS: Perry McHenry recently celebrated his 50th anniversary working for lumber firms. In 1902 he became a salesman for the W. W. Eckman firm and remained when it was sold 15 years later. McHenry has been working for Walter Hopkins since he bought the firm in 1923.

LILBOURN: "Speedy" Collier has purchased the assets of the Lilbourn Lumber Co. and will manage it. He has worked for the company for several years.

FLORIDA

TAMPA: The Gulf Millwork and Lumber Co. has been incorporated to deal in lumber and millwork. Incorporators are Paul A. Ellis, G. A. Thompson, Jr., and William A. Gillen.

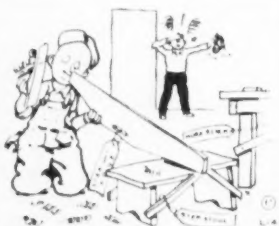
FORT PIERCE: Nels E. Hallstrum has been elected a director and secretary-treasurer of the East Coast Lumber and Supply Co. He fills the vacancy left by the death of W. P. McCormick.

SOUTH MIAMI: The Lindsley chain of lumber yards recently opened a new branch here at the intersection of Ludlam road and the Dixie highway.

OBITUARIES

CHARLES M. HUTTIG, executive vice-president and secretary of the Huttig Sash and Door Co., St. Louis, Mo., died June 22.

GEORGE W. OWENS, 57, president of the George W. Owens Lumber Co. and the George W. Owens Wholesale Lumber and Builders Supply Co. in Dallas, Tex., died late in June. During his high school days he worked in his father's lumber yard. At 18 he took over the yard in Grand Prairie and when he married in 1916 be-



Save labor spent making things to "speed up" the job. **READY HUNG DOORS** in stall in 20 minutes.



(THE NEW DOOR AND FRAME PACKAGED UNIT)

READY HUNG DOOR CORP., DEPT. C
FORT WORTH 2, TEXAS

OUTSIDE...

Meta-Kote



Shingle Coating!

Non-fading shingle coating developed for wood shingles. Base of non-corrosive metals; gives lasting beauty and protection against decay. Now in 10 beautiful colors.

Write today for color folders.

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INSIDE...

Lite-Wood



Blond Finishes!

Washable finish for unpainted woods. Easy and quick to use; quick drying. Available in 8 gorgeous blond finishes for hard or soft woods.

LITE-WOOD Corp.

Eastern District Office
• Phone: FAirfax 3311

came a partner in operating his father's 27 yards. His wife, three daughters, and son survive him.

SYLVAN O. BOONE, 51, co-owner of the Boone and Taylor Lumber Co. in Atkins, Ark., died last month. He was a 32nd degree Mason. Surviving are his mother and wife.

JOHN F. MEEKS, 73, president of the J. F. Meeks Lumber Co., died recently in Baton Rouge, La. He leaves two sons, three daughters, and 11 grandchildren.

G. C. SPENCE, manager of the Forest Lumber Co. in Snyder, Tex., was killed on the highway May 31. Driving at night, he hit a parked truck while rounding a curve. The truck was partly on the pavement and lights of an approaching car cut off the view.

J. L. (JACK) MORRIS, 53, a Southern representative for the Dicks-Pontius Co., died July 9, following a short illness. His home was in Douglasville, Ga.

FRANK (BUCK) WEAVER, 44, secretary of the Roddis Lumber and Veneer Co., Kansas City, Mo., died in a hospital there on July 9 from a stomach disorder. He was former medal play golf champion of Kansas City and president of the Kansas City Golf Association.

RALEIGH E. YOUNG, 64, retired lumberman of Princeton, Ky., died early last month. He opened Young's Lumber Yard there in 1923 and operated it until ill health required him to sell it about three years ago. He leaves a wife, son, daughter, four grandchildren, and mother.

BAXTER WIGGINS, 63, assistant manager of the Russell Lumber Yard in Cameron, Mo., died of a heart attack June 30. For many years he managed the George D. Hope Lumber Co. in Stewartville. He leaves a wife, daughter, and granddaughter.

C. B. TALBOTT, owner of the Browning Lumber Co., Wheeling, Mo., was killed in an automobile accident early last month near Lexington.

CARL G. HINSON, 33, a salesman for the Houck Lumber Co., died July 12. He was a member of the Van Buren, Ark., Baptist Church, and the Veterans of Foreign Wars. His parents, wife, and son survive him.

PAUL E. THOMPSON, 53, vice-president of the Hardman Lumber Co. wholesale division, died July 17 in Osborne, Kan. He had been associated with the Hardman firm for 33 years. He leaves a wife, son, and daughter.

L. W. STEINSHOUER, 42, manager of the Foster Lumber Co. yard in Tribune, Kan., died suddenly June 30 while at work. He was a church officer, past president of the Rotary club, member of city council, Eastern Star, and Shrine. His wife survives him.

NAHB Staff Enlarged to Service Members

To provide increased service to the booming membership of the National Association of Home Builders, the Washington headquarters staff has been enlarged. Executive Vice-President Frank W. Cortright announced.

Jerry Madigan, 38, formerly executive director of the Home Builders Association of Greater Cleveland, has resigned to become NAHB's field service director, replacing William Tobin. He is the immediate past-president of the NAHB Executive Officers Council.

John M. Dickerman, NAHB's legislative director, has been given needed help to take care of expanding legislative activities. Joseph B. McGrath, 30, former Justice Department trial attorney, has been named assistant legislative director. He will aid both Dickerman and Cortright.

Everett E. Revercomb, 38, formerly affiliated with the National Association of Radio and Tele-

vision Broadcasters, has been named comptroller and assistant treasurer of NAHB.

Maud O'Neal, formerly assistant treasurer in addition to her duties as *Correlator* editor, will now be able to devote full time to *Correlator*.

TENSION SCREENS

(From page 40)

ultimately helped the East Tennessee Supply Company to get 50 screen orders.

(Although a bachelor, Guffey is a member of every PTA in the vicinity!)

Asking about the condition of a customer's screens whenever he bought materials that indicated a maintenance or repair job soon became almost "second nature" to the company's personnel. Frequently such a query brings forth



WEL-BILT FOLD-A-WAY STAIRWAY

- SAVES SPACE • IDEAL FOR SMALL HOMES
- ADDS EXTRA ROOM AT SMALL COST

Every home should have a WEL-BILT STAIRWAY. Wasted attic space can be easily converted into valuable storage space, extra bedroom or playroom for the children.

Wel-Bilt Stairways come assembled. THEY ARE easy to install at little expense and easy to operate.

SOLD BY LEADING DISTRIBUTORS FROM COAST TO COAST

Manufactured by
THE WEL-BILT PRODUCTS COMPANY
P. O. Box No. 95, Memphis, Tennessee

Member S. P. I. B.

SOUTHERN PINE LUMBER

WORD FRAM OAK FLOORING - MEMPHIS

Member N. H. L. A.

W. J. WORD LUMBER CO.

Phone 327 — SCOTTSBORO — ALABAMA

Siding
Finish
Ad Dimensions
KD Pine Flooring
YELLOW POPLAR
RED CEDAR CLOSET LINING

only a hesitant, "Well, there're one or two that will have to be patched sometime, I guess." The salesman then brings forth the small model tension screen and, displaying great interest himself, shows off its advantages.

"Find out any objections or doubts your customer might have," Guffey advises. For example, in testing the tautness of the tension screen, occasionally someone will complain that he can pull the screen far enough away from the window edge for a fly to enter.

Guffey good-naturedly reminds them that he has never seen a fly strong enough to exert that much force on the screen.

"Saying that tension screens are less expensive in the long run

doesn't impress most customers immediately," Guffey continued. "They want the 'long run' explained in detail." So when the subject of price is reached, he first figures for an ordinary screen \$3.50, plus 25 cents for hangers, plus 50 cents for paint, plus repainting every year or two. Then he gives the tension-screen price of \$4.50 for a complete unit, which requires no upkeep.

This simple selling procedure has resulted in some large orders from people who hadn't given their screens much thought until they encountered some salesman of the East Tennessee Supply Company. The company either shows the buyer how to install his own or will do the job for 50 cents a window.

As soon as he realized the popularity of standard sizes of tension screens, Guffey began taking orders for special sizes. Either he or his salesmen can take measurements.

He has convinced a host of rental-property owners that the screens are their best bet for long wear, since sulphuric acid fumes from local factories will not affect them.

Only once that he knows of has Guffey lost a large tension-screen order. And this one is probably only "postponed." After comparing the wants and the ability to pay of a particular young couple, he talked them out of building the many-windowed home they desired for at least a year or two—until some of their other financial obligations were met. But he's confident that when they can afford to, they will come back to him with their orders—including a large one for tension screens.

Only recently he had the satis-

faction of having a young fellow—whom he also had talked out of building earlier—come back to him with his budget, asking Guffey's advice again on building this year. Manager Guffey said "yes" this time.

Guffey reasons that one of the best and least expensive "advertisements" a small young firm can have is conspicuous support of local activities by his personnel. He never turns down an opportunity to buy space in a cook book. He contributes to all fund-raising campaigns for such projects as new auditorium curtains for a school or an outing for a Sunday school.


He is well known to most 4-H Club members in the vicinity and helped build quail hatcheries for one of their projects. For PTA dinners, he buys five tickets, gives them to his employees or friends. He also drops in on farm bureau meetings occasionally.

NEWSPAPER ADS

(From page 39)

and how to get it financed on a time-pay plan.

One successful dealer puts it this way: "In all our newspaper advertising we include a picture of a new home, remodeled room, or expanded attic with all the dazzle, glamor, and beauty possible. In other words, we try to sell the completed job showing the reader the most enticing picture possible. Then we talk about the benefits received from the new room, remodeled attic, basement amusement room, or whatever it is. Once the consumer wants these benefits,



Are wood borers boring into your profits? Terminate the termites with **READY HUNG DOORS**.

ASK FOR
Ready Hung
DOORS

THE NEW
DOOR AND FRAME
PACKAGED UNIT

READY HUNG DOOR CORP., DEPT. C
FORT WORTH 2, TEXAS

Your Customers will want...

New "Chimney Style" ATTIC FANS and Cook INDUSTRIAL FANS



Up-Blast Roof Ventilator in 16" to 48" sizes. Automatic dampers. Vinylite coated, aluminum blades, up to 40,000 cfm output.



New "Chimney Style" Attic Fan saves attic space. A 3300 cfm direct-drive fan in a vinylite coated steel chimney. Low cost to install, automatic dampers.



Cook Duct Fans. Direct or belt drive. Orifice 16" to 48". Ideal for spray booths.



Cook Type S Fans. Frame 24" to 48". Easy to install. Glass-insulated or explosion proof.



Portable Man-Cooler. Adjustable welded steel frame on rollers. Propeller 16" to 48".

COOK

Write for 3 new catalogs to Loren Cook Co. Sales Dept. Berea, Ohio

YOUR CUSTOMERS WANT—

Old Dominion WAX for

HIGH GLOSS • WATER RESISTANCE • LONG WEARING • SAFETY

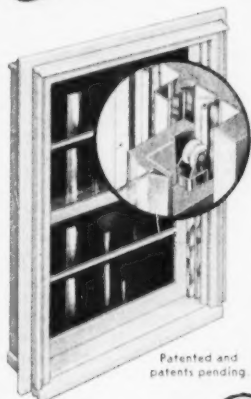
also manufacturers of:
Penetrating Seal, Gym Seal, Terrazzo Seal, Asphalt Tile Seal.

WRITE FOR DETAILS



PERROW CHEMICAL CO., Hurt, Virginia

Huttig **ROLL-LIFT** WINDOW UNIT



THE WINDOW THAT
ROLLS
UP AND DOWN

A New Principle
Eliminates
Weatherstrip Drag
Makes Windows Easy
to Raise

— Plus —

**REMOV-A-MATIC
SASH**

Which Can Be Easily
Removed and Replaced



Patented and
patents pending

Write for descriptive folder
with full information.



SEE YOUR LUMBER DEALER
HUTTIG SASH & DOOR CO., ST. LOUIS, MO.
Charlotte, N. C. • Dallas, Texas • Knoxville, Tenn. • Miami, Fla. •
Columbus, Ohio • Jacksonville, Fla. • Louisville, Ky. • Roanoke, Va. •
Birmingham Sash & Door Co., Birmingham, Ala. • Memphis Sash & Door
Co., Memphis, Tenn.

ADVERTISING RATES

Size of Space	1 Time	6 Times	12 Times
1 Page	\$200.00	\$180.00	\$160.00
$\frac{3}{4}$ Page	155.00	140.00	125.00
$\frac{1}{2}$ Page (Island)	130.00	120.00	110.00
$\frac{1}{2}$ Page	110.00	100.00	90.00
$\frac{1}{3}$ Page	85.00	77.50	70.00
$\frac{1}{4}$ Page	70.00	62.50	55.00
$\frac{1}{6}$ Page	50.00	45.00	40.00
$\frac{1}{8}$ Page	40.00	35.00	30.00

Covers and Special Positions — Rates on request

CLASSIFIED — \$5.00 per column inch per insertion
COLORS — Black and red, per page, extra \$40.00;
other colors, per page, extra \$80.00; Metallic inks —
rates on request.

BLEED PAGES — per page, extra.....\$15.00

Page is 2 columns, each column $3\frac{1}{2}$ by 10 inches, or 3 columns,
each column $2\frac{1}{4}$ by 10 inches.

Published monthly; issued 10th of publication
month. Last forms close 25th of preceding month. If
proofs are desired, copy and cuts must be received by
20th of preceding month; complete plates by 1st of
publication month, providing space reservation re-
ceived by 25th preceding month.

Southern Building Supplies

Published by

W. R. C. SMITH PUBLISHING COMPANY
806 Peachtree St. Atlanta 5, Georgia

ANOTHER SPECIAL FEATURE
BUILT INTO

NATIONAL LOCKset

Patent Applied



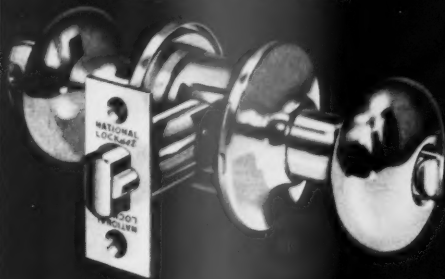
FULL 7/16"
BOLT THROW



SHORT
TRAVEL RATIO

It's the difference that
makes NATIONAL
LOCKset top money-
value... an abundance
of extra, exclusive
features that add up to
time-saving installation
and home owner
enthusiasm. • Two of
these plus values are
(1) the solid brass bolt
that "throws" a full
7/16" every time, and
(2) the short travel
ratio between knob and
locking mechanism —
only 29°. • Write
today for illustrated
catalog and the complete
inside story about
NATIONAL LOCKset.

AMERICA'S OUTSTANDING LOCKSET VALUE



SOLD ONLY THROUGH JOBBERS

DISTINCTIVE HARDWARE
ALL FROM 1 SOURCE

NATIONAL LOCK COMPANY

ROCKFORD, ILLINOIS
MERCHANT SALES DIVISION



we get around to the products that will do the job."

About now you're probably thinking I'm going to suggest you hire a high-priced advertising man. That definitely isn't necessary. Your local newspaper will be more than happy to help you plan a complete advertising campaign.

They'll help with layout and copy. All you need do is furnish the facts and tell them what you want featured.

Newspapers also have mats available from their nationally syndicated mat services. Many of the manufacturers whose products you sell also provide mats for your use. You can use any part of these. Many times the artwork on these mats is just what you need.

Brace yourself now. The mere running of newspaper advertising isn't enough. You and your salesmen must follow through to capitalize on the interest created by the advertising. And here's how:

Say you run several attention-getting ads on making an extra bedroom or den out of a catch-all attic. Mr. and Mrs. Jones get interested in this and stop by your



Ads hook 'em. You land 'em.

yard. Then you show them pictures in manufacturers' literature. You take them into your idea room—the room where interior finish materials are on the wall. And you show Mr. Jones actual samples and you show him how easy the materials are to put up.

Or another example: Mrs. Jones might call and ask for more information. Send a salesman to call on her as soon as possible, complete with samples, literature, facts on costs, financing and getting the job done. Or if you haven't a salesman

to send, phone her with the information.

In other words, newspaper advertising will help you get more people on the line in the shortest possible time, but as to landing them, that's up to you.

Another thing, in going into newspaper advertising—or any other kind of advertising, for that matter—don't expect a single ad or a hit-and-miss insertion to perform miracles. You've got to keep at it consistently—use regular insertions throughout the year so the public is continually aware of the benefits they can receive from products offered in your yard. See what I mean about the planning that is necessary?

If you plan such a newspaper advertising campaign with well-thought-out objectives—more sales—and watch your results, you'll soon be able to see the benefits from your advertising. And you'll soon be able to tell what per cent of sales is best invested in advertising.

In the final analysis, the ability to obtain satisfactory results at proper costs is the measuring stick for successful advertising.

ANCO Bag Trucks Pay For Themselves

EXCLUSIVE...

Only in an ANCO bag truck can you get the exclusive NOSE-PLATE wheels. Rolls under pallets with ease and cuts handling costs as much as one-half, and more.



FREE
(and easy)
plan for
pallets
furnished

For Bagged Goods,
Shingles, Lath,
Case Goods

Mail coupon for details of
FREE TRIAL OFFER. It's a
money-maker and a back-saver.



ANTHONY TRUCK CO
Paducah, Ky.
Please give us full information about the
ANCO Pallet Trucks that do twice the
work with half the effort.
Firm _____
Address _____
City _____ State _____
By _____

FASTER INSTALLATION MEANS FASTER SALES!

IDEAL All-Wether Window Units can be installed quickly and easily. They arrive at the job-site complete with frame, sash, balances, weather-stripping applied, and window screens...all ready to slip right into the rough window opening. They are Preservative Treated to assure long life. Contractors and builders appreciate and demand this ease and speed of installation...as well as the many other advantages of IDEAL All-Wether Window Units. They all add up to greater sales for you in '52.



ASK
YOUR
JOBBER
ABOUT

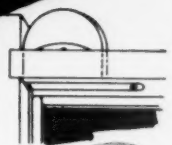
THE
IDEAL
ALL-WETHER
WINDOW UNIT

Manufactured by IDEAL COMPANY, Waco, Texas



for
MODERN CONSTRUCTION
LOW COST INSTALLATION
it's PULLMAN SASH BALANCES

Pullman Sash Balances are better . . . more economical for builders than windows having weight boxes, sash weights, chains, cords and pulleys. Installation is fast. Little on-the-job carpentry work is required. Thus labor costs are low. Pullman Balances are a sales aid to lumber dealers selling prefabricated windows and Pullman Balances as a unit.



**THE BALANCE WITH
A LIFETIME GUARANTEE**

Every Pullman Sash Balance is guaranteed against imperfect workmanship or material during the lifetime of the building in which it is installed.

WRITE FOR LITERATURE

PULLMAN MANUFACTURING CORPORATION
ROCHESTER 21, N. Y., U. S. A.

**MYER-LEE
DISAPPEARING STAIRWAYS**
A NEW EASY WAY TO YOUR ATTIC

USE YOUR ATTIC
FOR EXTRA ROOM



DEALERS

Increase
Your
Stairway
SALES
and
PROFITS

Completely mechanical—no lifting.
Rigid! Safe! Wide stringers—Wide treads. 2-Panel plywood door—Perfectly balanced.

SELLS FASTER

WRITE FOR COMPLETE DEALER INFORMATION.

FOLDAWAY STAIRWAY COMPANY, INC.
813 SEABOARD STREET PORTSMOUTH, VA.



**It's D-P WHITE WONDER
TILE CEMENT**

...loaded with
sales appeal



Just display this great D-P product and it literally sells itself! Although it's called "tile cement," White Wonder is actually an all-purpose cement with dozens of household uses. Pure white in color, it won't show on light surfaces of wood, plastic or tile. Moisture-proof, heat-resistant! Each tube is a handy dispenser . . . protruding tip carries White Wonder into smallest cracks.

DISPLAY-PACKAGED FOR QUICK, EASY SELLING!

Put this colorful,
space-saving display box
on your counter and watch
White Wonder move!

12 tubes to the carton.

Order D-P White
Wonder from your
jobber now . . . display it . . .
you'll wonder at the way it moves!
Order today and watch it pay!



PUTTIES • CAULKING COMPOUNDS • GLAZING COMPOUNDS

More Sales with the D-P Line!

THE DICKS PONTIUS COMPANY
DAYTON, OHIO
Alexandria, Va. Decatur, Ga.

ADVERTISERS'

A

A & F Trenchard Co.	80
Adams Hite Mfg. Co.	80
Advertising Council	80
Air Control Products Inc.	80
Allied Building Credits Inc.	80
Alumetal Weatherstrip Co.	80
Alumini Trim, Inc.	80
American Asphalt Roof Corp.	80
American Engine Equip. Corp.	80
Anthony Truck Co.	80
Armstrong Co. The	80
Asbestos Corp.	80
Associated Plywood Mills, Inc.	80
Atlantic Steel Company	80

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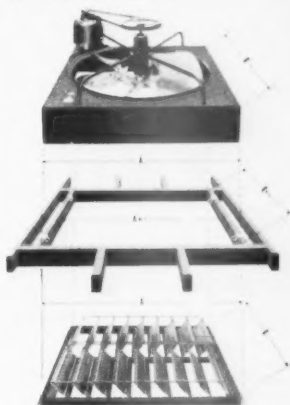
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Take it from me—the
FAN leader is...

Reed

Contractors agree that the quality "packaged" attic fan is REED — engineered with ease of installation in mind. And REED quality follows through — in construction, quietness, long-life and certified air delivery.



Four Stock Sizes
FOR EVERY VENTILATION NEED

Model No.	Case Dimen.	CFM (Free Air)
RVU-24	A-32" B-32"	5,000
RVU-30	A-36" B-36"	6,900
RVU-36	A-42" B-42"	9,750
RVU-42	A-48" B-48"	11,700

Write Today for Complete Information

Dealerships Open In Some Localities

WRITE FOR INFORMATION



REED UNIT-FANS, Inc.
1001 St. Charles Ave.
New Orleans 8, La.

REED UNIT-FANS, INC.,
Department N
1001 St. Charles Ave.
New Orleans 8, La.
Please send me full information
about REED Wind-O-Vent
and Attic Fans:

Name _____
Address _____
City _____ State _____

NEW IMPROVED *Hidalift*

THE COMPLETELY *Concealed* SASH BALANCE

THAT ACTUALLY MAKES
WINDOWS MORE ATTRACTIVE

NOW more than ever... is
being specified by builders,
dealers, contractors, architects

ONLY HIDALIFT OFFERS THESE
ADVANCED AND EXCLUSIVE
CONSTRUCTION FEATURES...

100% CONCEALED—No part protrudes
or is otherwise exposed to view.

DESIGNED for EASY, FAST INSTALLATION
—smooth, lifetime operation.

EASIER TO TENSION—Tensioning can be
applied before or after installation
without special tools.

FITS WINDOW with or without weath-
erstripping.

POSITIVE LIFTING POWER provided by
highest quality coil spring.

Nationally Advertised Hidalift
Offers New Profit Opportunities

Dealers and builders make money on time-
saving installations. Patented after-installation
adjustment feature and non-jamming
action eliminate future troubles.

Quality Products For Over a Century



HIDALIFT DIVISION

The Turner & Seymour Mfg. Co., Torrington, Conn.

Gentlemen:

Send complete literature and prices on Hidalift.

Please check

☐

Dealer

☐

Builder

Name

Address

City

Zone

State



TWO TYPES OF ATTACHING
BRACKETS — Tension is ap-
plied DURING installation
by winding hinged bracket
arm (on "L" type); AFTER
installation by turning ten-
sioning screw on both "L"
and "Cup" types.



Today's Biggest Boon to Dry Wall Installation

THE *NEW*
STEEL CASING
FOR DOOR AND
WINDOW TRIM

Firmly grips
board with a
SPRING-TIGHT
action!



Saves Time,
Money, Labor

Precision Rolled,
Made from Sharon
Steel Galvanite

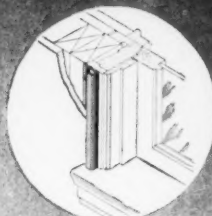
Easy to Cut and Mitre

Protective,
Decorative

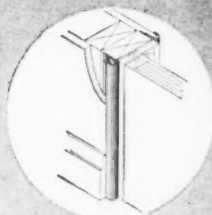
Paint Readily
Adheres to Surface

Gives Faster,
Better Installation
with Permanent
Rigid, Snug Fit

Write for
Descriptive Literature



APPLICATION AT WINDOW



APPLICATION AT DOOR

DRYWALL TRIM, INC.

545 FIFTH AVE., NEW YORK 17, N. Y.



W. C. Berry, manager of the Fairmeadows Farm, Jonesboro, Georgia, seen with Dixisteel Fence which will enclose a new pasture. The 400-acre farm is owned by H. J. Schneider.

"YOU CAN'T BEAT DIXISTEEL FENCE"



SELL THE FENCE THAT HELPS YOU SELL!

Dixisteel Fence, Barbed Wire and Staples are advertised consistently in all of these Southern farm publications, which your customers turn to for information:

Progressive Farmer
Florida Grower
Southern Livestock Journal
Florida Cattleman
Georgia Farm Bureau News
Tennessee Farm Bureau News

Here's a man who knows what he is talking about, because he has put up plenty of DIXISTEEL Fence and Barbed Wire on the beautiful Fairmeadows Farm, breeders of registered Aberdeen-Angus cattle.

As a dealer, you naturally want to sell fence that will bring you repeat business.

DIXISTEEL is that kind of fence. Its superior features soon convince your customers that here is a fence that's made right for easy stretching and heavily galvanized for long life.

DIXISTEEL Barbed Wire and DIXISTEEL Staples will help you meet the complete fencing needs of your customers.

DIXISTEEL

Fence • Barbed Wire • Staples • Nails

ATLANTIC STEEL COMPANY • ATLANTA, GEORGIA

with

Auto-Lok
PATENTED
WOOD
WINDOWS

Everybody Profits!



Dealer...

AUTO-LOK is the pay-off window! Sells on sight! The greatest advance in window design in over 30 years! Easy to handle. No parts to lose. Quickly available. Priced to sell.



Builder...

installing the window women want most adds sales appeal to new homes. Easiest to install — delivered completely assembled!



Architect...

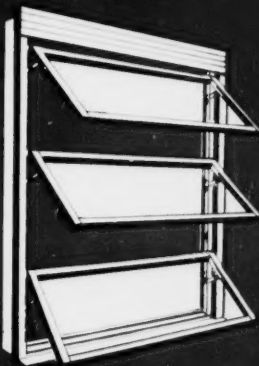
most prize winning home designs have modern opening windows!



Home Owner...

protects home resale value with lifetime windows. Enjoys the perfect window for every climate, with all these exclusive features...

Auto-Lok



FEATURES

- LIGHTER EXPOSURE — lighter than ordinary windows
- HINGED AUTOMATIC LOCKING — on full-size windows
- OVER SAFETY-LATCH — enables security
- FRESH AIR INTAKE — ventilation after rainstorms
- PHOTO-TYPE OPERATING — interference with dangerous blades
- PERFECT VENTILATION — even while it's raining. Opens widest — to almost 90°
- PRACTICAL DESIGN — modern, graceful, beautiful
- CONSIDERED HANDSOME — no inside, outside, or inside
- TIGHTLY CONTROLLED — protection built, resistant, self-protecting
- EASY TO CLEAN — inside from the inside, not with brush
- INSIDE SCREENING — with screen case just like the clips for change

TIGHTEST FITTING WINDOW

Ever Made

SEALS ITSELF SHUT LIKE A REFRIGERATOR



Put an **Auto-Lok** sample on your sales floor.

A 3-minute demonstration will convince you that AUTO-LOK SELLS ON SIGHT!

And — the greatest national advertising program in wood window history is under way to help you sell AUTO-LOK.



MAIL THIS COUPON TODAY

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Please send me, without obligation, the booklet, "WHAT IS IMPORTANT IN A WINDOW" and complete information on the Ludman Products checked here:

- ☐ Auto-Lok Wood Windows I am a... Dealer ☐
☐ Auto-Lok Aluminum Windows Builder ☐
☐ LUDMAN Windo-Tite Jalousies Architect ☐
☐ LUDMAN Jalousie Doors Other ☐

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